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The ROSES of NEW CASTLE

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1923

HOOPER BEAUTY
SEE PAGE 8

HELLER BROS. COMPANY
EXCLUSIVE GROWERS OF AMERICA'S BEST ROSES
NEW CASTLE, INDIANA.

The ROSES of NEW CASTLE



Absolutely
the Best
Bush Rose
in the World

Jeannette
Heller
and her
Rose

Introduced
and
For Sale
Only By

HELLER BROS. COMPANY

Exclusive Growers of America's Best Roses

NEW CASTLE, INDIANA.



Famous Jeannette Heller Rose

INTRODUCED AND FOR SALE BY HELLER BROTHERS COMPANY. IT IS
THE BEST, STRONGEST, HEALTHIEST, HARDEST AND MOST
BEAUTIFUL BUSH ROSE IN THE WORLD.

Fifteen Good Reasons Why Jeannette Heller is the One Best Rose for American Gardens

(See the colored photographic reproduction on opposite page)

Always in Bloom

The prime requisite of any Rose is to bloom abundantly. Jeannette Heller blooms literally all the time and the first year, no difference the size or price of the plant.

Healthiest of All Roses

Jeannette Heller has one most important point to a degree found in no other Rose and that is healthy growth. That is why it blooms so freely. It has wonderful health.

Grows Luxuriantly Everywhere

Jeannette Heller is not partial to any particular section of the country. It grows sturdily and beautifully everywhere. We have seen it still in bloom while covered with ice and sleet.

Perfectly Hardy

You, who live where the climate is rigorous and extremely cold, can have beautiful Roses just as perfect as if you were in a southern climate. It is absolutely hardy everywhere.

Perfect Flowers

The colored photographs of Jeannette Heller on the front cover page and on opposite page fail to show the magnificence of its flowers, both in form and color. They are simply perfect.

Superb in Color

The color is indescribable, a beautiful blending of shell-pink in the center shading off to rosy blush and pale yellow; buds long and pointed and of immense size.

Strongest Grower

This is where the strong root-system and perfect foliage of Jeannette Heller make it invaluable. Has the vigor of an oak.

Insect-Proof

No insect ever bothers it. It has massive leather-like foliage that affords no comfort or refuge for insects of any kind.

Needs no Petting

No matter what kind of soil you plant it in—it grows! All you need to do is to plant it—then cut flowers from it almost every day from early May until freezing weather.

Grows where Others Fail

You may think your soil or situation is not suited to Rose growing. Set aside such misgivings and plant Jeannette. It will grow where weeds grow—in any soil or climate.

Splendid in the North

You folks in the extremely cold climate who wish for your own Roses can gratify that wish. Plant Jeannette Heller. It will grow to perfection no matter where you live.

Superb in the West

All through the Middle West and southwestern country it is growing and blooming its way into the hearts of all who are fortunate enough to possess it.

Grows like a Weed in the South

Way down in tropical Jamaica we saw it—a bush of Jeannette Heller growing magnificently under the tropical sun, a plant five feet high and still wider across, covered with a perfect mass of gorgeous buds and flowers.

Has captured the East

The effete East has yielded to its charms and has pronounced it the one best Rose in America for amateur planters.

An American Rose

This is an American Rose born in America. It wants a permanent home in every garden in America. From the day you plant it, you will become a Rose enthusiast the rest of your life. That is the reason why we want you to try at least a few plants of Jeannette Heller—the best Rose in the World.

PRICE—Strong, one-year-old pot plants, 30c each, 4 for \$1.00, \$2.50 per dozen; larger size, 50c each, postpaid. Extra large, two-year-old plants, 85c each, \$8.50 per dozen, by parcel post prepaid; 95c each; star size, magnificent specimen plants (limited quantity), \$1.25 each, by express. ON OWN ROOTS.



Interior photograph of our mammoth Rose-Growing Glass House, 300 feet long, 150 feet wide. Recently erected. Insect proof. Built of glass, concrete and steel. Houses one million Rose plants.

Roses Grown in America

By P. J. LYNCH

Owner Heller Brothers Company

For many years past a large number of nurserymen, commission houses, department stores and dealers, having no equipment to produce their own Roses, bought their stock in foreign countries. The label "Imported From Abroad" was thought to be the hall mark of superiority. These Roses, produced by poorly paid workmen, grown in a cheap market, were sold in this country by the millions at a large profit. Grown cheaply, produced cheaply, they were "cheap Roses" and brought disappointment to the amateur planter who bought them.

The writer's people for some 70 years have preached the doctrine that Roses grown in America, ON THEIR OWN ROOTS as we grow them, are the best Roses for American planters, and we practiced what we preached. Now, after all these years, the truth of this statement is generally admitted. Recent national legislation has caused this. The Congress has passed laws practically preventing the importation of Roses grown abroad. They brought in diseases and insects of all kinds threatening the cereal crops of the farmers of this country. This act of legislation has produced a shortage of millions of Rose plants in America. Rose plants today are among the most valuable products in this

country. We are no longer competing with cheaply grown foreign stock, budded and grafted on wild roots.

Merit Always Triumphs

Many dealers are not in a position to produce Rose plants as we are. We are not obliged to change our plans. We have been producing OWN ROOT ROSE plants throughout all these years, knowing full well that in time they would come into their own. In the end merit always triumphs. We are among the very few dealers in America growing their own Roses and to-day we have more Roses in our immense plant here in New Castle than we have ever had before in our history.

We are pioneers in America in the Rose growing business. With us it has been a lifelong business. Out of the experience of a lifetime we ought to grow good Roses and WE DO.

Our Roses have made this little city known the world over as the "Rose City." These famous "Roses of New Castle" are known in every state of the American Union and in every country of the earth for their enduring quality and their loveliness. They have established an exclusive reputation for themselves as the best grown Roses in the world.



Everybody Is Planting Roses

The American people are planting more Roses than ever before. Americans are rapidly becoming experts in Rose growing. They know what a good Rose is—they know that a home grown plant on its OWN ROOTS and not on a wild root is the only kind to plant for permanent results. They know that such a plant, once established, practically lasts a lifetime. They know, too, that here in Newcastle is grown the bests Roses in the best soil in America.

Roses are the cheapest addition to the home adornment. We paint our home at a large expense. We decorate the interior in an expensive way, but the most inexpensive, the most lasting, the most valuable decoration that you can have is Roses, both bush and climbing. Nothing can take their place and nothing adds so much to the value of property as Roses planted around the home.

A Comfort, Not a Burden

Everywhere each year we see more Roses planted—bush Roses and Climbing Roses over trellises, the veranda, pergolas and the like. These famous “Roses of New Castle” ON THEIR OWN ROOTS are now within the reach of all. Where there is fairly good soil they will grow and bloom gloriously for anyone anywhere. This is the year for you to make a start and verify this statement. We promise that even if you plant only a few of these “Roses of New Castle” you will become a Rose enthusiast for all time. Follow the simple cultural instructions on page 7 and you cannot fail.

We promise you that your order, no matter whether it be large or small, will be not only appreciated, but it will bring to you a degree of happiness not found in any other investment that you can make.

NOTE. Please bear in mind that when our big shipping season is on it is impossible to keep up with our correspondence and orders. We ask our friends to be as indulgent as possible. In order to expedite correspondence, when you write us about anything please enclose a stamped envelope or postcard with your name and address written plainly.



Jeannette Heller and Her Roses

How Our Roses Grow

I am writing you a few lines to let you know how well pleased I am with all the fine rose plants I received from you last spring. They have done fine this summer.

My climbing rose bushes have grown from ten to eleven feet this season and from my Hoosier Beauty I have picked three roses on the 25th of October. When the frost came there were some nice buds on the Jeannette Heller. In fact, they all have had nice roses the first season.

MR. FRED L. MOORE,
R. F. D. 5, Benton Harbor, Michigan.

This spring I sent for your \$1.00 trial order of five tea roses—white, pink, yellow and a Jeannette Heller, and eight Glads. The stock proved remarkably vigorous, and the roses made a wonderful growth.

MRS. L. SUMNER JOSSELYN,
South Hanson, Massachusetts.

I wish to thank you for your kindness in replacing the roses I got of you in the spring. They were disappointing, of course, but this has been a hard year to grow flowers. The order came promptly. I'm pleased with the Jeannette Heller, which is a favorite of mine.

MRS. J. H. KETCHAM,
23 N. Audubon Road, Irvington, Indianapolis.

November 6, 1922.

Heller Bros. Company,
New Castle, Indiana.
Gentlemen:—

Referring to my order sent you under date of July 11, 1922, please be advised that the rose plants arrived all “O K” and are doing very well, considering the trip.

The rose plants were received by me at Huan-cayo on the 23rd of September, and were planted the same date. Of course, it is too soon to say much as yet, but every plant is putting on “green color.”

Very truly yours,
Peru, S. A. CHAS. B. WILLIS.

How to Order---Important---Please Read

The prices, terms and conditions in this book cancel all previous prices and terms in all other books, advertisements, post cards, etc., now in circulation. We reserve the right to cancel prices and terms in this book WITHOUT NOTICE. Address always Heller Brothers Company, New Castle, Ind.

Order Now!

Make up your order at once. We will reserve the plants for you and ship at any time you desire. The proper planting time is after all danger of severe frost is past—corn planting time.

Character of Stock — How Sent

All our Roses are grown in large pots or crocks and when sent out are in full foliage ready to produce immediate results. They are the best and the only kind which insures the success of the amateur planter. One-year-old and special size roses, chrysanthemums, geraniums, small ferns, cannas, all bulbs, and the like are sent by parcel post—postage prepaid unless advised to ship by express when the purchaser pays the charges; all two-year-old and star size rose plants are sent by express, shipping charges collect.

If you desire a few two-year-old plants sent by parcel post with soil on roots, same as by express, add ten cents per plant to pay postage; a few star size plants can be sent by parcel post and in such cases add fifteen cents for single plants to cover postage.

When sent by express we leave a good portion of the soil around the roots, a very decided advantage. With years of experience and scientific method of packing we sent Rose plants safely all over the civilized world. Our Rose plants may be planted any time because they are always in full growth, and grown in a cool temperature in nature's own way. They are not forced in any way.

Canadian Customers

Our first size plants grown in pots 3 inches in diameter and less, can be sent into Canada at any time. Dormant shrubs such as Hydrangeas, Snowballs and two-year-old and star size Roses are admitted into the Dominion from March 15th to May 15th and from October 7th to December 7th. All Canadian shipments are at purchaser's risk, and when sent by express must be prepaid, so remit sufficient to pay express charges, which would be about 15c per plant for two or three-year-old Roses.

Foreign Orders

To countries where we can send by parcel post, add 25% for postage and packing.

Goods in Transit

All shipments travel at purchaser's risk. We prepay all shipments by parcel post;

all shipments by express the purchaser pays the shipping charges. Very few goods are damaged in transit. Our customers' interests are our interests. We believe that a pleased customer is our best advertisement, so we aim that each and every customer shall be well pleased and satisfied. Shipments by parcel post may be insured against damage. 5 cents will insure to a value of \$25, which fee you may send us if you desire shipment insured.

Terms of Sale

Your order will be shipped immediately when received unless you direct to the contrary. Plants may be cared for even in the coldest weather by covering them up outdoors in a protected place, where they can remain until you are ready to plant them permanently. The rest thus received is good for them. Therefore we will ship your order when it is received unless you direct to the contrary. We will reserve plants for later shipment when so directed. Delays occur in the spring of the year, our heaviest shipping season, and we ask our friends to be patient when we are in this great congestion. Early ordering is advisable.

Complaints

Errors are promptly corrected but complaints must be made within ten days after receiving shipment, otherwise they will not be entertained. We strive to have all plants true to name, but we do not guarantee it. We give no warranty express or implied as to quality, productiveness or any other matter of any plants, bulbs or seeds that we send out and we will not be responsible for the production. If the purchaser does not accept the goods on these terms they must at once be returned. Mistakes will occur no matter how careful we may be—the right label will sometimes be attached to the wrong plant. But the value is always represented in your shipment, in fact, we endeavor to do a little better than your order calls for. But in the great rush which comes to us in the spring of the year when we are practically required to do the business of the entire year in a period of a few weeks, it is a physical impossibility to prevent trifling mistakes. Therefore, we make this statement of our responsibility that there may be no misunderstanding when you order. We cannot assume a responsibility that is largely out of our control. It frequently happens that a certain variety will run out and in such case we reserve the right to give another variety of equal value unless we are instructed to the contrary.

How to Grow the Roses of "New Castle"

When to Plant

Our Roses are invariably pot-grown and can be planted at any time during the year when the ground can be dug; but the best time to plant, to use a homely comparison, is right after corn-planting time or after all danger of frost is past. Select, if possible, the most sheltered and sunny location for planting, not too close to large trees.

Unpacking Plants

When the plants are received, soak the roots in lukewarm water or thin mud for an hour or so before planting, and when they are set in the ground firm the soil well around them and protect them from the direct rays of the sun for a few days with newspapers or similar material. Water thoroughly after you have planted them. Then do not water again until the ground becomes dry. If you have a dry season, moderate watering from time to time will prove beneficial, but do not keep the ground soaked all the time. Water in the morning.

Preparation of Soil

Ordinary good garden soil will grow Roses to perfection. Well-rotted sod soil is still better, to which can be added one-quarter well-rotted cow manure or stable manure. If you cannot secure that, then use our Walker's Plant Food.

How to Plant

Spade the soil to a depth of about twelve inches, mixing in the manure or fertilizer, and when ready to plant set the Roses about eighteen inches apart, if you have the room, or even twelve inches apart, putting the roots well below the surface of the soil. Cover them completely with soil, pressing down firmly with the foot.

After Culture and Care

Water the newly set plants as they seem to need it, preferable in the early morning. Insects will not bother our vigorous Roses very much, but if they do, keep the foliage clean by syringing with clear water. The following insecticides are especially recommended: Kerosene Emulsion, Tobacco Insecticide Soap, Bug Killer.

Special Information

If there is anything you want to know in regard to the care and culture of plants, or any other information that we can give you, write us and we will cheerfully render such assistance as we can. Be sure that you enclose stamped, addressed envelope or an addressed postcard.

Pruning Roses

A safe guide for pruning one's Roses is to cut them back about one-half the previous year's growth. Do this in the early spring before they have started to make a growth. As the plants bloom, and they will

bloom most profusely during the growing season, get the full benefit and enjoyment of the flowers by cutting them off. The more you cut them, the more flowers you will have. Where plants fail to mature the buds which they bear, remove some of the undeveloped buds and enrich the soil around the roots of the plant with Walker's Plant-Food, air-slacked lime, well rotted cow manure or any good fertilizer, to give the plant more root-action.

Plants Dropping Leaves

When you see the leaves of the plants turning yellow and perhaps dropping off, after you have set them out, do not take this as a sign that the plant will be hurt, for that is simply Nature's own remedy of conserving the vitality of the plant, and it will throw out new shoots far more vigorous than the old ones that have turned yellow and have dropped off. If the foliage does not drop off, pull it off. It will help the plant.

Winter Protection

All Roses are benefited by protection during the winter whether they need it or not. It is an inexpensive and safe precaution. Do not cover the plants until they have had many good hard frosts. They need severe frosts to ripen and mature them for their winter's sleep. Cover them thoroughly with leaves, hay, straw, light manure, street sweepings, pine or cedar boughs, corn fodder or any protecting material of a similar character, and then do not remove the covering in the spring until the weather is settled.

MELROSINE—Death to Rose Bugs and other minor insects injuring the rose. After a thorough trial covering several seasons we highly recommend this material as a sure remedy for these vicious insects, which is the greatest of all pests to contend with in rose growing. Full directions with each package. Price:

Pint can, postpaid.....\$1.15

Quart can, postpaid..... 1.95

BUG KILLER—A new preparation for killing all kinds of bugs and pests that attack Roses. Box sufficient for two gallons of spray, 50c; 3 for \$1.25, postpaid.

SULPHO-TOBACCO SOAP—For sure, easy and immediate extermination of all insect life on plants, trees and animals. Sulpho-Tobacco Soap is a matchless preparation. Will not injure the most tender plant. It dissolves readily in water, and may be applied with a Tyrian Sprinkler. Prices: 3 oz. cake, 13c; 8 oz. cake, 28c, postpaid.

WALKER EXCELSIOR PLANT FOOD—Comes as a boon. Its use is so simple, the good results so positive. It is an odorless preparation, combining in a highly concentrated and soluble form every element required in plants to produce vigorous, healthy growth and profusion of flowers.

2½ oz. cans, making 3 gals., postpaid...\$.025

5 oz. cans, making 6 gals., postpaid... .40

12 oz. cans, making 15 gals., postpaid... .60

ROSE CULTURE (Ellwanger)—A fine work. \$1.75 postpaid.

Stim-U-Plant Tablets

An excellent, odorless, highly concentrated plant food in tablet form for all kinds of pot plants during the winter. Will increase growth and heighten color. These can be used in tablet form or dissolved in water. Complete directions with every package. Price, 10 tablets for 15c; 30 for 25c; 100 for 75c; 1000 for \$3.50, postpaid.

The World's Greatest Creation in Roses



Hoosier Beauty

*Hoosier Beauty

The Most Beautiful Variety Crimson Bush Rose in the World

(Illustrated in Natural Colors on Front Cover)

This is the grandest and most beautiful Hybrid Tea Rose we have ever seen. Bred and born here in Indiana. No illustration, no description can give the faintest idea of the grandeur of this variety. Its simply exquisitely beautiful, wonderfully strong growing bush form, producing its gorgeous flowers in the utmost profusion all the time—a single plant will give an abundance of magnificent blooms this year. And such flowers! Deep, double, immense in size, gloriously formed with a color seen in no other Rose, a superb velvety crimson.

*Mrs. Henry Winnett

Remarkably strong grower, producing strong shoots, each one crowned with a magnificent bloom, well above the foliage, excellent for forcing and equally as good for outdoor growth, being extremely hardy. Color a bright shade of crimson, not quite as dark as Hadley, but not as light as Richmond.

Prices of all Roses on this page: First size plants, 35c each, any 3 for \$1.00; larger size, 45c each, any 4 for \$1.50, postpaid; strong, 2-year-old plants, \$1.00 each, by express. Varieties marked* can be furnished in star or specimen plants at \$1.25 each, by express.

On the pages following are offered the greatest creations in the Rose world and among them are exquisite varieties marvelous in form, color and fragrance. It is impossible to find space to describe them properly, but they mark the scientific advancement the world over in the realm of Roses. Of necessity our supply is limited, therefore order early. They are essentially garden Roses and will do well in any climate; hardy, free blooming and superb in their wondrous beauty. No better collection may be found on this continent.

*Premier

An offspring of Ophelia and Mrs. Charles Russell, two of the greatest Roses of American origin. This magnificent Hybrid Tea is a novelty of the first water. Deep rose pink, flowers perfect in form, deliciously fragrant, thornless, a strong grower, producing its wonderful flowers on long, stiff stems continuously throughout the growing season.

Madame Collette Martinet

Beautiful old gold yellow, shaded with orange yellow, with long golden yellow buds, opening into a fairly large globular flower; very vigorous grower of a splendid branching habit, with reddish foliage; very fine.



The Handsome Bud of Premier

NEW ROSES—Continued

Francis Scott Key

A magnificent Hybrid Tea Rose originated by the great Rosarian, John Cook, of Baltimore, Md., and named in honor of the writer of "The Star-Spangled Banner." Color a glowing scarlet and with darker shadings. Buds long and pointed, opening full and double; produced on long, upright stems. Strong, healthy grower. Hardy everywhere. Free blooming.

***Frank W. Dunlop**

Hybrid Tea—At the New York Flower Show it won the Silver Medal for the best new pink Rose and also had the distinction of being the finest Rose shown there. The color is a most pleasing shade of soft pink, deepening towards the center. Bud perfect in form and substance, being long and pointed, opening full and double. Produced in marvelous profusion on long, stiff stems. Strong, healthy grower, being absolutely free from disease of any kind. Hardy everywhere. A wonderful outdoor Rose.

Mrs. E. T. Stotesbury

A cross between My Maryland, Jos. Hill and Milady. It has the desirable features of all and apparently none of the faults, retaining the magnificent bud of My Maryland and the double flower when fully opened of Milady, making it the most perfect Rose we have ever seen. In its color lies one of its principal charms, being a soft silvery flesh pink, deepening towards the center to very deep pink, outer edges of the petals tinted

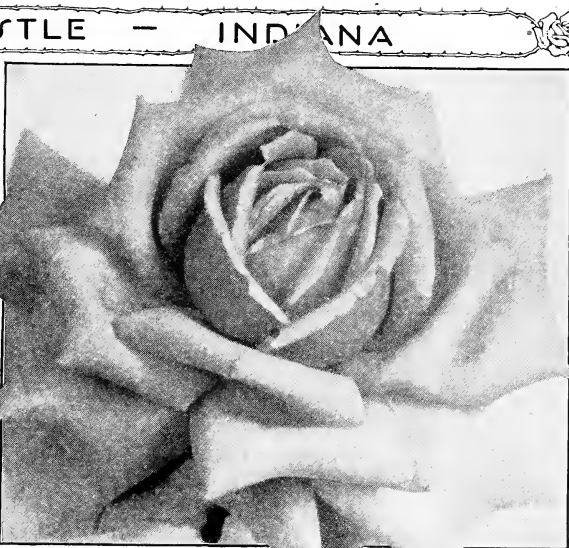
silvery rose. We have tried it thoroughly in the open ground, where it stands the winter without any protection.

MRS. CHARLES BELL—A sport from the popular Radiance and is the same except in color, which is a shell pink. A splendid outdoor or garden Rose.

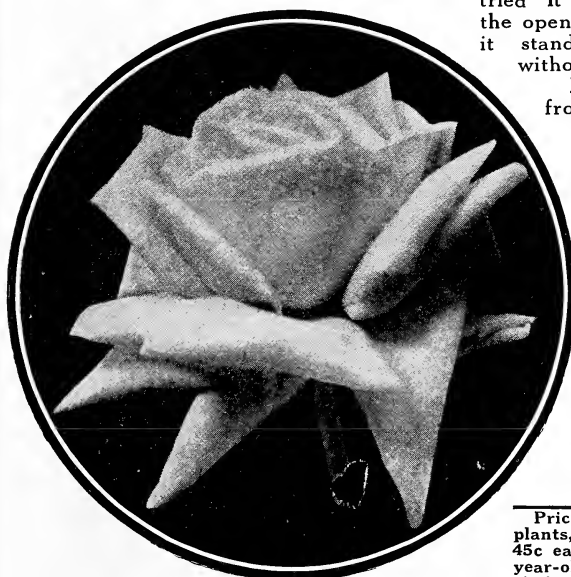
MRS. H. D. M. BARTON. Hybrid Tea—A grand bedding Rose of the Gen. McArthur type. Strong grower. Hardy everywhere. Awarded Gold Medal by the Irish Rose Society. Buds long and pointed, opening full and double, of a deep rich velvety crimson of good size.

PRINCE E. C. d'ARENBERG. Flowers of a bright scarlet, shaded maroon, borne on long, straight, upright stems. Buds long and pointed, opening full and double, perfect form.

Prices of all Roses on this page: First size plants, 35c each, any 3 for \$1.00; larger size, 45c each, any 4 for \$1.50, postpaid; strong 2-year-old plants, \$1.00 each, by express. Varieties marked * can be furnished in star or specimen plants at \$1.25 each, by express.



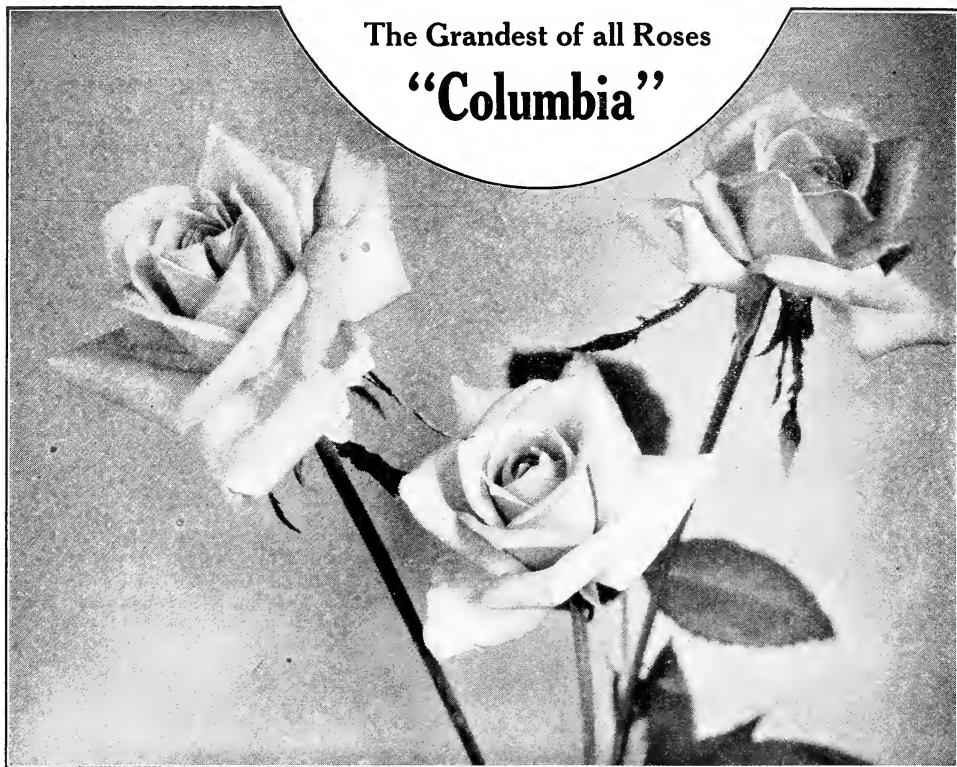
Francis Scott Key



Frank W. Dunlop

The Grandest of all Roses

"Columbia"



*Columbia

Not since the introduction of the glorious Rose, American Beauty, have we been so impressed with any Rose as we have been with "Columbia." A hybrid tea of wonderful blooming qualities; as free a bloomer as any Tea Rose; blooms all the time. Almost thornless. Wonderful strong shoots four feet or more in length, each producing a magnificent bloom, often measuring six inches across the open flower. Color a deep peach pink, deepening into a glowing pink, a perfect color. The fragrance is beyond description, sweeter than an American Beauty. After a thorough trial we heartily recommend it as a great outdoor Rose. Hardy as an oak, thrives in any location, strong grower and soon makes a great display. One of the most exquisite Roses for cutting we have ever seen; produces handsome buds, on long, stiff stems well above the foliage. Foliage is a dark green and does not seem to be affected with disease or troubled with insects; on account of its strong growth, it seems to be able to ward both off, thus making it one of the most popular outdoor Roses. Don't fail to include one at least in your order; you will never regret it. Price of own root plants: First size, 35c each; 3 for \$1.00, postpaid; special size, 45c; 3 for \$1.25, postpaid; two-year-old plants, 90c each, by express, by parcel post, \$1.00 each, with soil on roots same as by express. Large specimen plants from 6-inch pots, \$1.25 each, by express, at purchaser's expense.

*Ophelia

This new Hybrid Tea Rose has the brightest future, in our estimation, of any Rose introduced for the last quarter of a century. The color is one so difficult to describe that any description can only be a partial one, and gives but a faint idea of the superb beauty and richness of the shades. Salmon-flesh shaded with rose. Buds of unusual attractiveness, opening full and double. Habit excellent, growth strong, produces flowers on long stems, standing well up above the foliage, and in great profusion all summer. Hardy in almost all localities. Grand for forcing outdoors.

*Lady Plymouth

Being a Tea, it blooms all the time and has the delightful fragrance. The color is a delicate pearly but deep ivory cream, faintly flushed. Full double bloom of large size.

Prices of all Roses on this page, except where noted, strong, first-size plants, 30c each, 4 for \$1.00; larger size, 40c, 3 for \$1.00, postpaid; two-year-old plants, 85c each, by express. Varieties marked * can be furnished in star or specimen plants, \$1.25 each, by express. All on own roots.



Heller's Sure-to-Bloom Hardy

Hybrid Tea Roses

These great bush Roses have rapidly superseded all other classes for general planting because of their parentage, which is the result of cross fertilization between the Hardy Hybrid Perpetual or June Roses and the Ever-blooming Tea Roses. From the June Roses they inherit the large, bold, handsome, exquisitely fragrant flowers, retaining in a marked degree their hardiness, so that they stand the severest winters without damage, and from the Tea Roses they have retained the free and constant blooming habit, together with the great variety of color found only in this class. They produce their gorgeous flowers without interruption throughout the entire growing season, making them the best of all Roses for general planting. Our collection is the largest and most varied in this country, and the list includes all varieties of merit now in cultivation. All on their own roots—once planted, practically permanent.

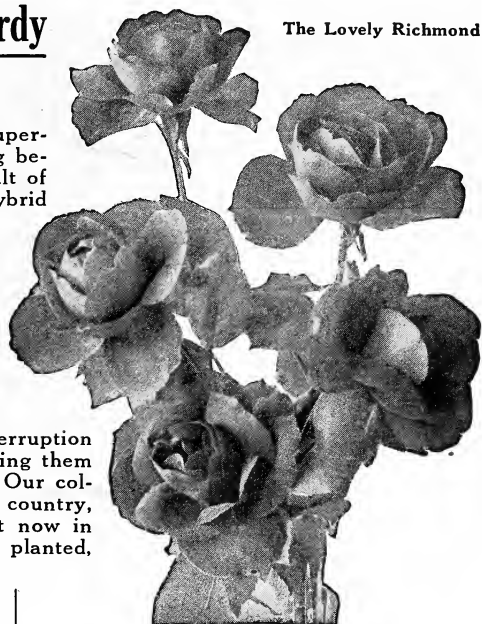
*Jonkheer J. L. Mock

It is a true Hybrid Tea with gigantic flowers on great, erect, stiff stems and a growth that is marvelous in its freedom. Has extraordinary large, heavy foliage and quickly makes a great, strong bush. The flowers are enormous in size, magnificently formed, deep and double, exquisitely fragrant; color bright rich pink, faced with carmine.



The Giant Jonkheer J. L. Mock

The Lovely Richmond



*Richmond

A distinctive Indiana Rose, it having been produced within a few miles of here. Very significantly might it be called one of the Roses of New Castle. It has been the sensation of the Rose world. It is the most vivid Red Rose known, and its exquisitely shaped, immense, fragrant flowers are nothing short of gorgeous. No description will do justice to such a wonderful Rose as this.

*ANTONIE RIVOIRE—A great garden Rose. Flowers large, double and of fine form; very fragrant; color rosy flesh, with yellow ground, shaded border of carmine. Strong and healthy.

*CRIMSON QUEEN—Owing to its rich coloring this is a wonderful garden or bedding Rose. There is no color that produces the show that a good crimson does. The color is a rich, bright, velvety crimson. A strong, vigorous, upright grower; flowers large and full, a great garden Rose as it is always in bloom; extremely hardy and produces a magnificent bush in a short time, hardy everywhere.

Price of all Roses on this page, except where noted, strong, first size plants, 30c each, any 4 for \$1.00; larger size, 40c each, any 3 for \$1.00, postpaid; two-year-old plants, 85c each, by express. All on own roots. Varieties marked * can be furnished in star size or specimen plants at \$1.25, by express.

I have had many beautiful Jeannette Heller Roses this summer and fall from the two-year-old plants I put out last spring.—F. L. MARTIN, HUTCHINSON, KANSAS.

HYBRID TEAS—Continued

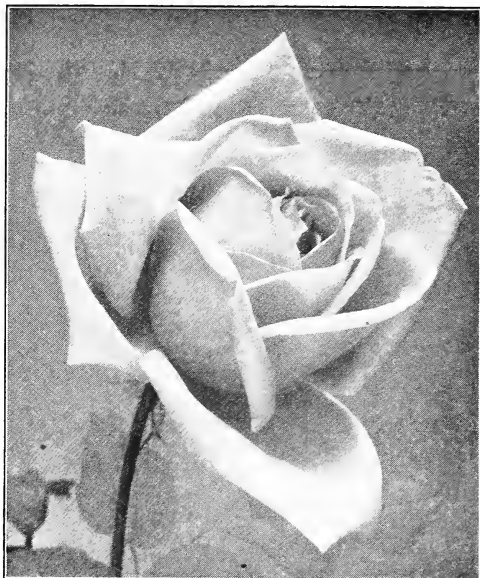
*Radiance

An American Triumph. Not to be outdone by European growers, America contributes this great new Rose, and in every particular, gloriously formed flowers, immensity in size, exquisite fragrance, grand foliage, healthy growth, color and freedom of bloom, Radiance is fully the equal of Jonker J. L. Mock, which fact ought to give it entrance into every Rose garden in America. In color of flower it is both unique and beautiful—bright carmine-rose with opal and coppery reflections. Hardy everywhere with protection; as its name suggests, is radiantly beautiful.

*HELEN GOULD—A rich, warm, rosy crimson Rose, very full and large, borne on long, stiff stems. One of the greatest of all garden roses. Flowers as large as "American Beauty" and equally as beautiful. See color plate on page three of cover.

BEAUTY OF STAPLEFORD — A great Hybrid Tea Rose bearing very bright pink flowers on a strong, sturdy bush and in bloom continuously. One of the greatest and most beautiful of Roses.

MRS. A. R. WADDELL—A most beautiful Rose; a garden Rose attaining a height of from two to four feet. Its beauty is beyond description. Buds and flowers immense in size, full, double and beautifully made, grows sturdy and erect in the most vigorous fashion, requiring no petting and coaxing; flowers color rosy-scarlet, shaded with salmon; beautiful, effective, and hardy, always in bloom.



Radiance

*Sunburst

Giant
Yellow
Rose

Strong growing Yellow Roses are scarce. This gorgeous variety is the finest of all yellow Roses in commerce and in its color equal to an American Beauty or Killarney. Immense buds long and pointed, strong stout stems bearing gigantic full deep double flowers continuously. Color coppery yellow with golden orange in deeper shades. Entirely distinct. Magnificent bush Rose, stands four feet or more in height. Foliage immense in size and straight, wonderfully vigorous of habit. A wonderfully strong grower. Superb.

MRS. AARON WARD—Very distinct, coppery orange in the bud, golden orange when partly developed, and pinkish fawn when fully opened. Flowers splendid in form, always blooming; magnificent foliage.

*WELLESLEY—A most fragrant garden Rose of a beautiful shade of pink; vigorous, healthy grower, remarkably free flowering, with fine keeping qualities.

*MI-LADY—A magnificent new Rose. Very large and beautifully formed flowers, full and double; color dark crimson. Always in bloom. Very hardy.

*HELENA CAMBIER—Hybrid Tea—Of unusual beauty. Large, double, beautifully formed flowers. The colors vary from salmon-rose to coppery rose. Hardy everywhere.



The Glorious "Sunburst"

Prices of all Roses on this page, except where noted: First size plants, 30c each, any 4 for \$1.00; larger size, 40c each, any 3 for \$1.00, post-paid; strong, two-year-old plants, 85c each, by express. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express.



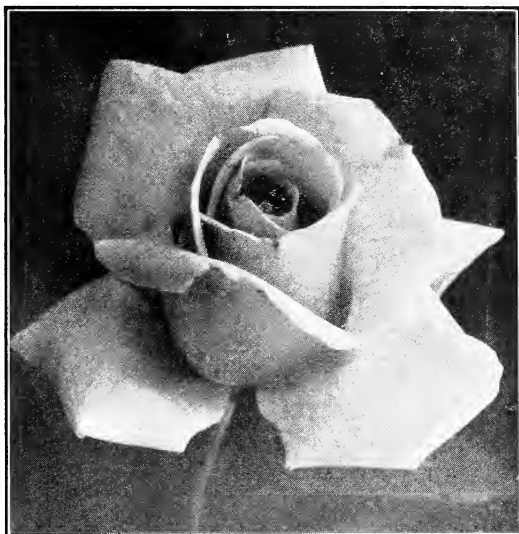
The Lovely Killarney Roses

*Pink Killarney

This, the original introduction, is a beautiful Hybrid Tea Bush Rose; strong, sturdy and upright, with fine, heavy, insect-proof foliage, bearing flowers that are simply exquisite in form and color; the bud is exceedingly long and the flowers immense in size; color deep, brilliant, sparkling shell-pink; hardy everywhere. The bush is magnificent in growth, of good size and bears its beautiful burden of flowers constantly all summer.

WHITE KILLARNEY—Identical with the parent variety, Pink Killarney, of which it is an offspring, except in color, which is glistening white. Like Pink Killarney, its great charm lies in the beautiful shape of its buds, so distinctive that everyone recognizes it as a Killarney by its shape.

***YELLOW KILLARNEY**—Mme. Jenny Gillemont—A brilliant saffron-yellow Rose, opening canary with dark golden shades. The buds are long and pointed, beautiful in form and color, the flowers are large, with immense petals. Hardy and vigorous, it is in constant bloom all summer. Owing to its resemblance to the Killarneys, we have called it the Yellow Killarney, as it makes a good companion for them.



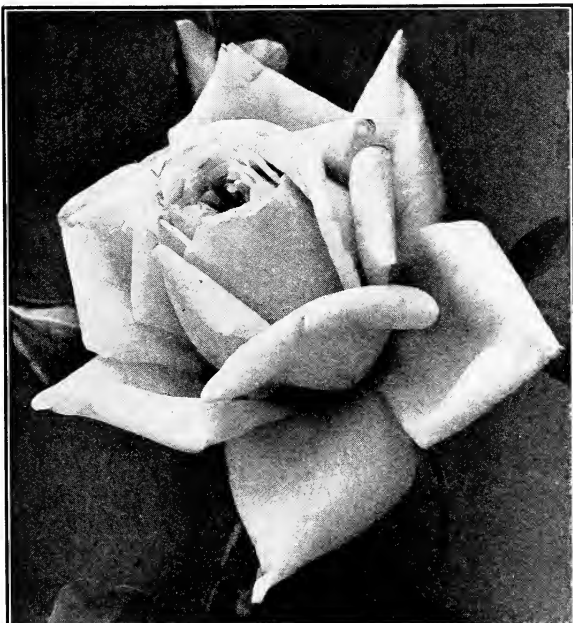
Pink Killarney

SPECIAL OFFER—One each of the three Killarneys in first size plants sent postpaid for 75c. One each in two-year-old plants by express for \$2.50.

*General McArthur

For outdoor cultivation it ranks at the very top of the list. The flowers are exquisitely formed, are delightfully fragrant and the color is crimson-scarlet. Growth is wonderfully strong, sturdy and healthy, which is the important feature after all. It will succeed anywhere and is hardy. A great Rose in the fullest sense.

METEOR—Notwithstanding this famous old hardy favorite has long been grown, it still may be regarded as the most beautifully formed, brilliant velvety crimson variety now in cultivation. Beautiful buds and flowers, very large and exquisitely made. Remarkably vigorous in growth, perfectly hardy and constantly in bloom.



General McArthur

Price of all Roses on this page, strong, one-year-old pot plants, 30c each, any 4 for \$1.00; larger size, 40c each, any 3 for \$1.00, postpaid; extra heavy, two-year-old plants, 85c each, by express. All on own roots. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express.



HYBRID TEA ROSES—Continued

*Gruss an Teplitz

The Sweetest, Richest Crimson Hybrid Tea Rose

Called by some growers Virginia R. Coxe. The intense, dazzling color of this rose is found in no other variety. Fiery crimson, shaded with a dark, velvety sheen, totally unlike any other color in the world. Large, handsome, moderately double flowers. Produced in wonderful profusion throughout the whole growing season; in fact, it is always in bloom. The flowers are produced singly, sometimes in clusters, producing a gorgeous effect on the lawn or in the garden all summer through. A wonderfully strong, vigorous grower, actually attaining a height of 4 to 5 feet, perfectly hardy everywhere. Incomparable for fragrance.

***MADAM JULES GROLEZ**—Distinct and charming. Soft, pure red; full form and attractive shape of the Kaiserin.

***BESSIE BROWN**—This magnificent Rose, introduced here from Europe, has unsurpassed beauty of a totally distinct character, bearing large, full, deep and double flowers, on strong, erect stems. The plants are hardy and vigorous, producing profusely in the open ground all through the summer.

***RED LETTER DAY**—A velvety brilliant glowing scarlet crimson Bud opening into cactus-like flower which retains its color, owing to the reflex of the petals being satiny crimson scarlet, producing a rose of exquisite grace and charm. Robust grower and wonderfully free blooming. Awarded S. G. medal by N. R. S.

MADAME PAUL EULER "Prima Donna"—The color is a lovely shade of vermilion-pink, changing to silvery-pink.



Gruss an Teplitz

*Red Radiance

The color is a splendid even shade of clear red, without a trace of any other color, retaining its vividness for an unusually long time after being cut. It is a remarkable bloomer, being constantly in flower from early spring until freezing weather. Strong, vigorous branching grower, each branch terminating in a large, bold, double bloom. One of the best outdoor garden roses known.

***MRS. GEORGE SHAWYER** (Tea Rose)—The color is very hard to describe, being a shade of brilliant clear rose or bright peach-pink. It is a wonderful grower and bloomer, producing great numbers of strong shoots, each tipped with a bud. These shoots form the stem, from 3 to 4 feet in length. The flowers are very large, well formed and full, petals of good substance. A very fine garden Rose as well as a forcing Rose.

***MISS CYNTHIA FORDE**—A deep, brilliant rose pink, reflex rosy pink. Large, perfectly formed, very full buds, free flowering, very sweetly perfumed.

***GEN. ARNOLD JANSEN**—Color a deep glowing carmine. Free bloomer. Buds long and pointed on long, stiff stems.

CHRISSE MacKELLAR—Beautiful shade of crimson and carmine, with veinations on rich deep ochre, becoming a delicate but bright orange pink.

Price of all Roses on this page strong, one-year-old pot plants, 30c each, any 4 for \$1.00; larger size, 40c each, any 3 for \$1.00, postpaid; extra heavy, two-year-old plants, 85c each, by express. All on own roots. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express.



Red Radiance



HYBRID TEA ROSES—Continued

*My Maryland

Handsome in bud and flower. A rare combination of a poetic name and exquisite beauty has made this Hybrid Tea Rose a dangerous rival of Killarney. Its brilliant, lively shade of pink and beauty of form is without a superior and all summer through large, perfectly double, magnificent flowers, rich in fragrance, are borne on long, stiff stems, growing from a sturdy, fine-shaped bush, which in itself is a distinct ornament to the garden. A great outdoor Rose. Extremely hardy.

FLORENCE H. VEITCH—Hybrid Tea. Brilliant scarlet, shaded with black, and very fragrant. Blooms large and double. Very free blooming and attractive, making a grand garden variety. Hardy everywhere.

***SOUV. DePRESIDENT CAR-NOT**—Buds very long and pointed—perfection in every line. The delicate rosy-blush color, shaded a trifle deeper at the center of the flower, has not been approached by any later introduction. Fragrant, strong grower and free bloomer; a splendid outdoor Rose.

***WM. H. TAFT**—A superb new bush Rose. The flowers are magnificent in both form and color, large, full and double, borne freely. The color is clear salmon-pink, highly fragrant, free-growing, hardy and a big Rose in every sense of the word.

KILLARNEY BRILLIANT—An offspring of Pink Killarney, but several shades darker, the color being a beautiful shade of brilliant red. Habit of growth same as Killarney. Just as free a bloomer.



National Emblem



The Handsome "My Maryland"

National Emblem

Named in honor of the glory of the nation and ought to be in every home. McGreed & Son, who have given us many of our most beautiful roses, after years of constant effort to produce their masterpiece, sent it to us as the most perfect of garden roses. The color is unsurpassed—a crimson, overlaid with deep velvet crimson shading to deeper vermillion edges; buds long and pointed, the blooms full, deep and double. Gorgeous in their almost barbaric beauty; delicious fragrance. Always in bloom. Strong and sturdy of growth. Will take the place of "Chateau De Clos Vougeot," the "Black Rose."

***PERLE VON GODESBURG**—A superb new yellow Rose. Yellow Hybrid Tea Roses are all too scarce, and this splendid variety sent out as Yellow Kaiserin Augusta Victoria is extremely meritorious. Color is rich canary-yellow with light saffron shadings. A strong grower and free bloomer.

***F. R. PATZER**—A Rose of striking and pleasing appearance, owing to the delicate blending of color, which is a creamy buff, with the reverse of petals a delicate warm pink, and as they expand the color becomes a light orange-pink, which produces a most charming combination. Strong, vigorous grower. Produces numerous branches, each one crowned with a magnificent bud and bloom, on long, stiff stems, well above the foliage. Hardy and an excellent garden variety.

Prices of all Roses on this page, except where noted: First size plants, 30c each, any 4 for \$1.00; larger sizes, 40c each, any 3 for \$1.00, postpaid; strong, two-year-old plants, 85c each, by express. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express.



Rhea Reid

***Mad. Abel Chatenay**

This splendid Rose is one of the very best of its color—rosy-carmine, with darker shade. It does remarkably well in the open ground, has wonderfully beautiful flowers, which are full, deep and double. A very hardy Rose, Chatenay is a strong grower and free bloomer; has won friends wherever it has been planted.

MAD. SCHWALLER—A beautiful combination of salmon-rose with violet-carmine.

***PINK LA FRANCE**—A glorious favorite of the home garden. The color of this is an exquisite shade of silvery pink tinged with crimson. The buds are large, exceedingly handsome, fragrance delicious. In continuous bloom all summer and late into the fall; perfectly hardy.

WHITE LA FRANCE—Silvery white, faintest tinge of rose blush; buds and flowers extra large and of splendid shape.

Price of all Roses on this page, except where noted, strong, first size plants, 30 each, any 4 for \$1.00; larger size, 40c each, any 3 for \$1.00, post-paid; two-year-old plants, 85c each, by express. All on own roots. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express.

***Rhea Reid**

THE GREAT CRIMSON ROSE

Born in Indiana, One of the Greatest of All Crimson Garden Bush Roses

Originated here in Indiana, it positively has no superior as a crimson garden Rose. As large as "American Beauty," as double as "La France," as red as "Richmond." The flowers are immense in size, full, deep and double. They are borne in endless profusion on long, stiff, erect stems. The color is vivid scarlet-crimson, gorgeous in appearance, with exquisite fragrance, with healthy growth, hardiness, splendid foliage, color, fragrance and form of flower. This is a queen among crimson garden Roses and we endorse it as one of the best Roses of its color now known. We have given this great Rose unusual publicity and made its superb merits known to the Rose-loving public.

MRS. CHAS. RUSSELL—A new Hybrid Tea Rose of American origin and considered to be equal to American Beauty, both for forcing and open ground culture. Buds long and pointed, produced on long, stiff stems, 3 feet in length, each one crowned with a bloom of a beautiful shade of rosy-pink. Blooms large, full and of magnificent formation.

Price—First size plants, 40c; 3 for \$1, post-paid. Two-year-old plants on own roots, \$1 each, by express.



Mad. Abel Chatenay



***American Beauty**

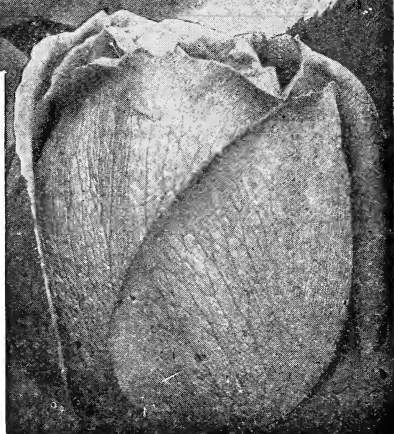
Queen Among Roses

Here in New Castle They Attain Marvelous
Perfection. Wherever Roses Are Grown
the Fame of the American Beauty Roses
of New Castle Is Known

In all the wide world this proud and majestic Queen reigns supreme as the most beautiful, most massive, most gorgeous and exquisitely fragrant Rose of its color now known. Its position is more secure today than ever before. The glory, the charm, magnificent growth and exquisite form of flowers are simply beyond description; color rich, glowing crimson, shaded and veined; flowers immense in size, wonderfully double and beautifully formed, with the fragrance of the old Damask Rose; growth the most vigorous of any Rose we know of outside of Jeanette Heller; foliage large, leathery and of deepest green, especially free from insect attacks. Hardy in all sections of the country, but in cold climates should have careful winter protection. A splendid garden Rose.

This great Rose should be in every American home. Its magnificent beauty, wonderful fragrance and extraordinary merit must appeal to the patriotic instincts of every true American.

Price—Roses on this page, strong, one-year-old pot-plants, 40c each, 3 for \$1.00; special size, 50c each, 3 for \$1.25, postpaid; extra-size, two-year-old plants, \$1.00 each by express; specimen plants—limited quantity—\$1.25 each by express.



White American Beauty

FRAU KARL DRUSCHKI

This brilliant white type Rose has become renowned as the very highest type of its class and the best snow-white Rose ever introduced. It is an extraordinarily strong grower, branching freely, and has the vigor and hardiness of an oak. Large, heavy foliage and magnificent flowers that are nothing less than glorious—immense in size and produced with great freedom on long, stiff stems. The color is marvelously white, without a tinge of yellow or any other shade. Hardy everywhere Grown on its own roots.

Dr. Louis H. Howard,
Jackson, Mississippi.

The roses bought of you last spring all did well and also true to name. One Maman Cochet has blossomed ten times. Eight times in the yard and once in the mail coming to me and one blossoming three weeks. Fifty-seven buds and roses counted in sight at once. Good luck to you and your beautiful roses.



Heller's Hardy Everblooming Tea Roses

The Oldest and Most Highly Cherished of All Roses

To this class of bush Roses—the hardy ever-blooming Teas—belongs all honor. Their reign in the estimation of Rose-lovers the world over has been long and enduring. Among them will be found many favorites of our grandmothers' gardens. They have been of inestimable value to the beginners in Rose culture. Of strong, healthy, hardy habit of growth, they thrive splendidly in all parts of the country, blooming continuously, and with their handsome, deliciously perfumed flowers, their place in American gardens is secure and everlasting. They are hardy nearly everywhere, but where the winters are extremely severe, protect them carefully.

***Etoile de Lyon**

Magnificent golden yellow. One of the hardiest of yellow Tea Roses. The plants make a strong, healthy growth and bear large flowers of excellent substance with astonishing freedom. The shape of the flowers is superb and in size they rival the well-known Marechal Niel.

PERLE DES JARDINS—A Grand Old Favorite—This magnificent Rose still holds its position as one of the most exquisite and beautiful of its color ever introduced, and the demand for it is constantly increasing as its great value becomes known. Color a beautiful shade of clear golden yellow, entirely distinct from any other variety; flowers large, full, globular form, with great depth. A strong, dwarf grower.

Price of all Roses on this page, strong one-year-old pot-plants, 25c each, 5 for \$1.00; larger size, 35c each, 3 for \$1.00, postpaid; extra-heavy, two-year-old plants, 75c each, by express. All on own roots. Varieties marked * can be furnished in large specimen plants at \$1.25 each, by express.

***Mad. Francisca Kruger**

We class this as one of the best among the yellow shades. A strong, vigorous grower, blooming constantly and much hardier than the average Tea Rose. Stands heat and cold better than any of its color. Flowers beautifully formed, large, full and double and of a coppery yellow color, superbly tinted. This Rose is a great favorite with us because of its splendid merits as a garden Rose.

BON SILENE—A Grand Old Rose—The color is deep rose, changing to pale light rose. This variety cannot be surpassed for bouquets and decorative purposes. In the open ground it grows to perfection, producing large crops of beautiful flowers from early spring until late autumn. One of the favorites of the old-time gardens.

***MARIE LAMBERT, or SNOWFLAKE**—Large, double, creamy-white flowers are produced in marvelous profusion.

***IVORY**—A queen among white Roses. This beautiful newcomer is an offspring and identical with its parent variety, Golden Gate, except in color, which is ivory-white. Buds are of elegant shape, long and pointed; flowers full and double, with substantial petals, sturdy in growth, free flowering, with long, stiff stems.

DUCHESSE DE BRABANT—A very vigorous and healthy variety, producing large blossoms which are beautiful in buds or open flower. The color is a fine shade of soft, rosy pink, which deepens to bright rose.



HARDY EVERBLOOMING TEA ROSES—Cont'd.

*Bridesmaid

This variety is valuable for cutting and does finely in the open ground; a sport from the old and popular pink Tea, Catherine Mermet, but of a fine, clear dark pink, much deeper and more constant in color than Mermet. The bush is a strong, vigorous grower, bearing its flowers on long, sturdy stems.

PAPA GONTIER—A splendid Rose for all purposes, with immense buds and magnificent flowers; color rich cherry-red, passing to clear, flowing crimson.

***BURBANK**—It is of bush form, bearing in continuous profusion large rosy crimson flowers of splendid fragrance.

BEAU CARMINE—Old and very beautiful; rich carmine red flowers, produced in enormous profusion continuously on strong sturdy bush; a beautiful variety.

GENERAL DE TARTAS—The color is a brilliant carmine, deeply shaded with violet-purple, oftentimes tinged with buff.

***BLUMENSCHMIDT**—A splendid bedding Rose of the Cochet type, glowing all summer with its wealth of citron-yellow flowers, each petal of which is edged with dainty rose. The bushes are strong, vigorous growers and when planted in quantity they soon form a most attractive feature of the garden, being in constant bloom.

***MRS. A. BYASS**—The color is rosy red shaded crimson, sometimes blotched with pale rose and white, an effect at once new and beautiful. Flowers very large and full, produced in great abundance on large stems.



Bridesmaid

*The Bride

There is no other white Rose more satisfactory than The Bride. The buds and flowers are unusually large, well formed and deliciously perfumed. When planted in the open ground the flowers are sometimes found to be delicately tinted with pink, making it exceedingly attractive. It is of a strong and healthy growth, and a profuse bloomer. Its blooms are of the most suitable form and quality for cut flowers.

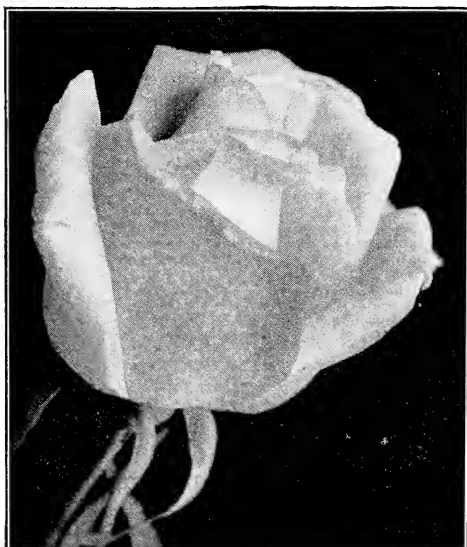
***SAFRANO**—Bright apricot-yellow passing to orange and fawn, sometimes tinted with rose. It is a variety especially adapted to outdoor planting; vigorous and healthy.

***MARIE VAN HOUTTE**—The color of the flowers, which are full and double, is pale canary-yellow, passing to rich, creamy white, shaded with pale rose.

*Madam Hoste

The flowers are almost as large as the American Beauty—really immense in size—quite the largest Tea Rose we know of; they are exquisitely formed with a perfect mass of immense petals and when partly opened makes a flower of wonderful majesty. The color a beautiful canary yellow; very hardy; free blooming; strong and healthy in growth.

Prices of all Roses on this page, strong one-year-old pot-plants, 25c each, any 5 for \$1.00; larger size, 35c each, any 3 for \$1.00, postpaid; extra-heavy two-year-old plants, 75c each, by express. All on own roots. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express.



The Bride

HARDY EVERBLOOMING TEA ROSES
Continued

***Lady Hillingdon**

One of the latest introductions of the Tea class and has taken the medal over all yellow Roses, the color being one almost beyond description, apricot-yellow shaded to orange on the outer edge of the petals, becoming deeper and more intense toward the center of the bloom. Buds are produced on long, strong wiry stems, well above the foliage, producing a slender and graceful effect. A strong, hearty, healthy grower.

WM. R. SMITH—Especially suited for outdoor planting and cutting purposes. The soft blending of the salmon-pinks, rose-pinks, and the magnificent flesh tints resemble the blush of a maiden's cheek. The flowers are large, full and double, and most exquisitely formed.

***MRS. B. R. CANT**—Especially recommended for outdoor cultivation as one of the best, if not the best, Rose of its class and color now in cultivation. Exceedingly hardy, producing in marvelous profusion deep crimson-pink flowers, perfectly double, delightfully fragrant.

MARIE GUILLOT—The Queen of White Roses. The color is pure white, sometimes faintly tinged pale yellow. The flowers are beautifully made, very large, full and double; the buds are very pretty, of sweet fragrance.



Lady Hillingdon

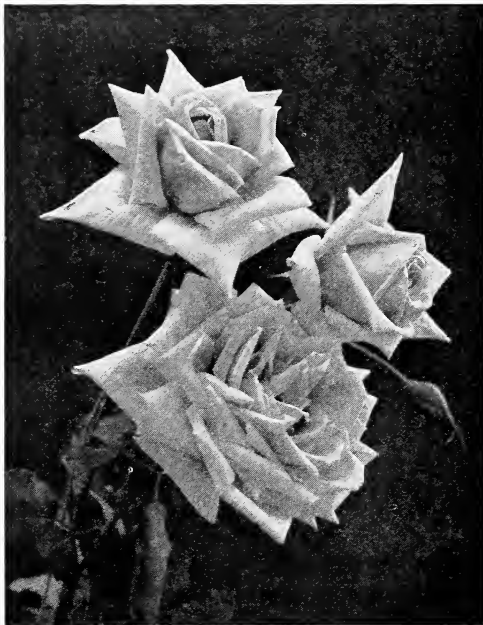
***Souv. de Pierre Notting**

This beautiful Rose is an introduction of one of the largest firms of France, and has not been exceeded by any Rose from that country. It is of strong, bushy habit, and has won numerous gold medals and awards of merit. The flowers are very large, well filled and open easily; color apricot-yellow, tinged with golden and mixed with orange-yellow; edge of petal shaded carmine-rose. In form and beauty it is the equal of Maman Cochet, and by many is regarded as the best all-around Rose for general cultivation. It is hardy and always in bloom.

MLLE. CECIL BERTHOD—It is magnificent both in bud and flower, which is a deep golden yellow; the foliage is very shiny.

ISABELLA SPRUNT—This golden-yellow Rose has been known as a favorite for over twenty years. It is a free bloomer, producing flowers of bright canary-yellow, very sweetly scented. The buds are very desir-

***COQUETTE DE LYON**—The flowers are extra large, deep and double; color pure canary-yellow. Unlike other yellow Roses, it is a strong, vigorous grower, a constant and steady bloomer.



Souv. de Pierre Notting

Price of all Roses on this page, strong, one-year-old plants, 25c each, 5 for \$1.00; larger size, 35c each, postpaid; strong, two-year-old plants, 75c each, by express. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express.



Polyantha or Fairy Roses

The members of this distinct and charming class of everblooming Roses, of which the Baby Rambler forms a conspicuous group, are distinguished by their dwarf, bushy habit of growth, medium size, very double flowers and delightful fragrance.

Price of all Roses on this page, first size plants, 25c each; 5 for \$1.00; two-year-old plants, 75c each; \$7.50 per dozen. Varieties marked * furnished in still larger plants, star size \$1.25 each by express, charges collect.

MLLE. CECILE BRUNER—Rosy pink on rich creamy white ground; a great bloomer; very satisfactory for bedding.

MARIE PAVIE—Medium size, very full and double; borne in large clusters; white flushed with carmine.

PERLE D'OR—Coppery gold, changing to fawn and salmon; flatrayed form, very double; elegantly perfumed.

MIGNON—Very similar to Mlle. Cecile Bruner, but of lighter shade of pink, buds equally handsome as the Cecile Bruner.

Charming Baby Rambler Roses

Dainty, dwarf-growing Roses, excellent for bedding, clumps, single specimens or for pot culture. Hardy, healthy and always blooming. Immense clusters. Exquisitely beautiful.

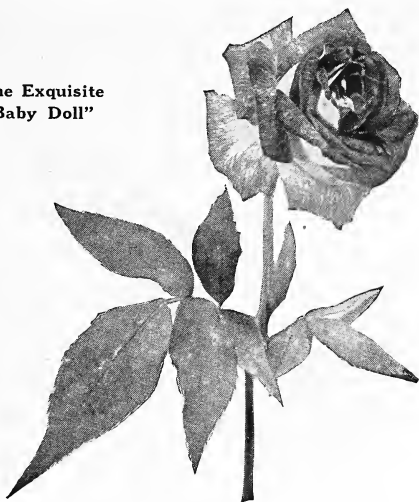
***CATHERINE ZEIMET**—This novel Rose has the characteristics of other Baby Ramblers, but differs in the color of its flowers; they are pure white and borne in immense clusters. Most delicious fragrance—that of cherry blossoms. Exquisite in every way.

***GEO. ELGER**—A superb Polyantha Rose with just sufficient of Tea Rose blood to make it different from any in its class. It produces great quantities of lovely little buds of golden-yellow, opening into miniature symmetrical Roses. Each bush is so loaded with blooms that they resemble a huge bouquet. Like all Roses of this class it is free in growth and bloom, blooming all summer.

***CRIMSON BABY RAMBLER**—Has long been the most popular of all the Baby Ramblers. Color clear, brilliant ruby red; foliage dark and glossy; blooms every day in the year, but grows only twenty inches high. Better than an Azalea; it is superb for single specimens, dwarf hedges and bedding.

***THE LOVELY ANNY MULLER**—This Rose is very much the same as the Crimson Baby Rambler except in the color of the flowers, which are a shiny and brilliant pink, produced in the greatest profusion in large clusters.

The Exquisite
"Baby Doll"



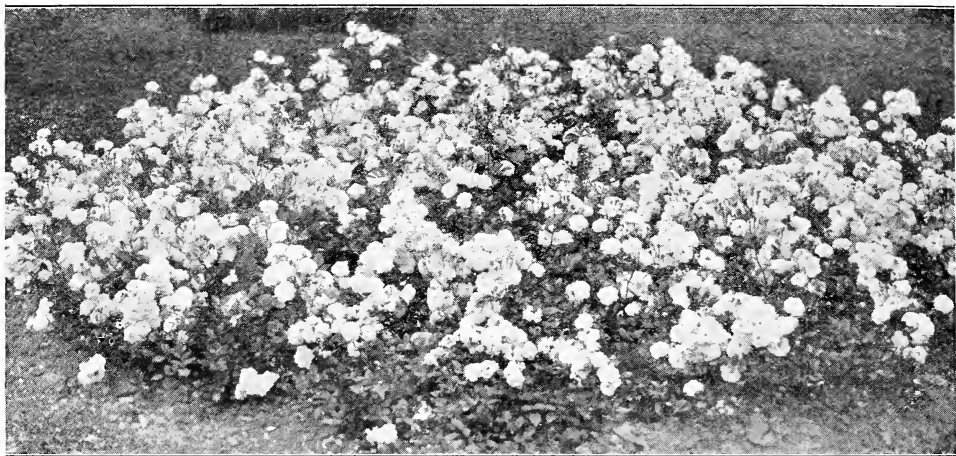
*"Baby Doll" Rose

Rivals the Rainbow

The long slender, deep green foliage is three times as plentiful as is usually found on any rose and is insect proof. The wonderful health and vigor is found in no other variety. IT GROWS NOT TO EXCEED 15 INCHES HIGH. The smallest bush produced hundreds of blooms from the very beginning, early and late in marvelous profusion, all the time, outdoors and indoors in pots. The plant is always blooming.

For all purposes there is nothing like it anywhere; in hardiness and health it is superb. The flowers are exquisitely formed. No description can picture the daintiness and the beauty of the bloom; nothing has ever been seen like it in the rose family in the centuries gone by. The tips of the petals show vivid crimson, then that mellows down through shades of pink into saffron, lavender, gold and yellow and finally into deep old gold—a combination so extraordinary and so entrancing that immediately the exclamation is heard upon seeing the rose, "What a wonderful rose!"

The flowers are miniature in form—and for cutting—for bouquets—for any purpose this rose will delight you from the minute you see it. We pronounce it the most extraordinary rose we have seen in a lifetime and it is a rare privilege to know that such a rose—destined to be popular all over America—found its first introduction as one of the famous "Roses of New Castle." Our stock is large, but when once exhausted it will be the last of the supply for this year. Also known as "Tip-Top."



The Best of All Roses for Bedding

For cemetery planting, single specimens, hedges or for bedding or massing effects these are the best of all the Roses in cultivation. Once planted they are practically permanent; these varieties bloom all the time, they grow to a height of about two or three feet. One of the finest sights we have ever seen was a single specimen plant of Queen Scarlet which had attained a height of about four feet and which was as gorgeous as a clump of Salvias. These Roses should be planted in abundance. If you want a Rose garden these are the varieties for a quick and lasting show; hardy everywhere with ordinary protection.

*Clotilde Soupert

There is no better Rose in cultivation than this magnificent variety. No matter the size of the plant, it will produce hundreds of exquisitely formed, daintily colored flowers, the first season and ever after. Its freedom of bloom is extraordinary; the blooms are very full, somewhat flat in shape; color ivory white shaded with silvery rose, with pink in center. The bush is low growing, strong, stout and vigorous, and is a constant bloomer from early in the growing season until frost. A great cemetery Rose; in fact, this variety is the finest general all around Rose in the world. Perfectly hardy.

*Queen Scarlet

This splendid old-fashioned Rose stands today all alone so far as merit is concerned in its class, and wherever a gorgeous effect is wanted. The color is unlike anything else in the Rose family, is a deep velvety-scarlet, wonderfully rich and brilliant. Hardy everywhere. A wonderful Rose.

*HERMOSA—The favorite of the old-time gardens, and just as popular today; blooms in fine clusters; large, very double and fragrant; color beautiful clear rose; a constant bloomer; hardy.

Price of all Roses on this page, strong, first size plants, on own roots, 25c each, 5 for \$1.00; larger size, 35c, 3 for \$1.00; two-year-old plants, 75c each, by express. Varieties marked * can be furnished in star or specimen plants at \$1.25 each.

*Madame Eugene Marlitt

One of the greatest garden Roses, wonderfully strong growing, making a sturdy bush about four feet high; heavy leathery foliage like June Rose; free from insects; bears enormous clusters of large full double crimson flowers of extraordinary beauty and exquisite fragrance. Blooms all the time.

*Champion of the World

Bears in greatest profusion flowers of fine size, full deep and double; color lovely clear deep pink.

PINK SOUPERT—A delightful polyantha, identical with the Clotilde Soupert, except in color of flowers, which is clear, lively pink.

LOUIS PHILIPPE—Velvety crimson.

Green Rose—Viridiflora

A most interesting member of the Rose family, grown for its oddity. Petals are small, pointed, set thickly, and of the same color as the foliage—dark pea green.

Beautiful Moss Roses

ELIZABETH ROWE—An old favorite, with large, deep pink buds. Well mossed. A magnificent variety.

HENRI MARTIN—Deep rosy carmine shaded to bright crimson. A most charming large Rose with exquisitely mossed buds.



Heller's Hardy Hybrid Perpetual Roses

These are the Roses which have given the month of June its poetic name, as it is at that time they bring forth their flowers in all their glory, but some varieties bear occasionally during the summer months. These "June Roses" are perfectly hardy in all sections of the country and are particularly suited for permanent planting.

*Paul Neyron

(The Largest of All Roses)—This is the largest of all the Hybrid Perpetual Roses, sometimes measuring 6 inches across. In color it is a most beautiful shade of clear, deep pink. The flowers are distinctly handsome in form, having as a rule a double center.

***GENERAL JACQUEMINOT**—Bright, shining crimson, rich and velvety; exceedingly brilliant and handsome.

***MRS. JOHN LAING**—Immense flowers, full and double, borne in great profusion on long, stiff stems, and exceedingly sweet. Clear, bright shining pink.

***MARSHALL P. WILDER**—Flowers large, semi-globular, full and of good substance; bright scarlet-crimson, shaded with maroon.

***CAPTAIN HAYWARD**—Bright scarlet, very vivid in summer and glowing autumn. Large, full and bold, the outer petals finely reflexed, while the center petals stand up well, making a flower of striking beauty. Hardy.

***MAGNA CHARTA**—Extra large, full flowers, very double; of fine form, and sweet; clear, rosy red, beautifully flushed with violet-crimson; sure and profuse bloomer.

***CONRAD FERDINAND MEYER (Rugosa)**—Strong grower; perfectly hardy; flowers very large; well filled. Silvery rose. Very fragrant.

***MAD MASSON**—It is entirely hardy, blooms nearly all the time, bearing numbers of large, full, double flowers of unusual beauty and wonderful fragrance; clear, bright rose; distinct and charming.

***VICK'S CAPRICE**—Large, cup-shaped, full, deep, double flowers of splendid substance. Clear satiny pink, strikingly dashed and striped with white and bright carmine. A splendid novelty. Showy.

***GLOIRE LYONNAISE**—As free blooming as a Hybrid Tea, with beautiful, large, pointed buds and immense flowers on strong, heavy stems; open flower enormous, full, deep and double. Color rich, creamy white, passing to salmon-yellow.

***SIR THOMAS LIPTON (Rugosa)**—The best pure white Rugosa Rose. Strong and vigorous. Flowers perfectly double, pure snow-white. Fragrant, borne on long stems continuously throughout the season. Fine for hedging, cemetery and park work.



Paul Neyron

NEW CENTURY (Rugosa)—Bright, rosy pink, with red center.

***ALFRED COLOMB**—Extra large, round flowers; double and full; clear, cherry-red, passing to bright, rich crimson; fragrant.

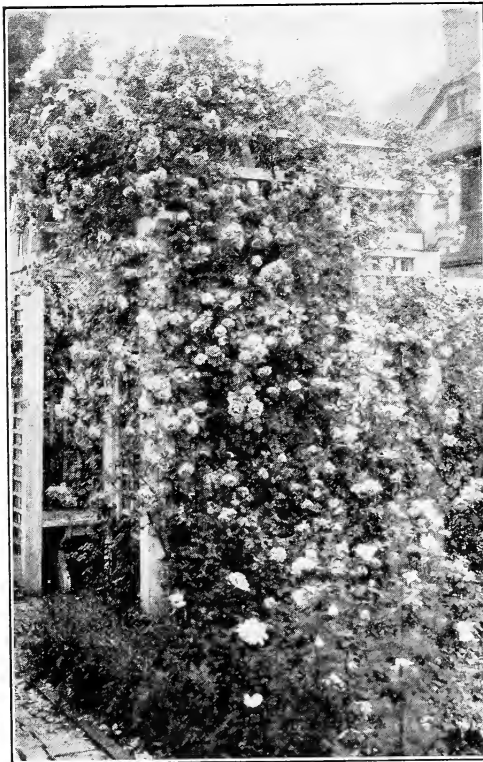
***EUGENE FURST**—Strong, vigorous grower, with thick, healthy foliage. Flowers beautiful, velvety crimson, shading to maroon. Highly scented.

***PRINCE CAMILLE ROHAN**—Celebrated the world over for its large, handsome fragrant flowers, and the freedom with which they are produced. The color is a deep, rich velvety crimson, passing to intense maroon, shaded black.

***ULRICH BRUNER**—A great Rose, known to all planters as one of the best in this class. Immense, large, bold flowers, full and globular, rich, glowing crimson, elegantly flamed with scarlet.

Prices of Roses on this page, except where noted, strong, first-size pot-plants, 30c each, 4 for \$1.00; larger size, 40c each, postpaid; strong, two-year-old pot-plants, 85c each, by express. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express.

Heller's Hardy Climbing Roses



Climbing American Beauty

*Alberic Barbier

This is the very best hardy yellow Climbing Rose in cultivation. Will grow in almost any soil or situation, good or bad. Entirely free from insect attacks; beautiful, heavy, waxy foliage, which shines as if varnished. The beautiful yellow flowers are unusually full and double, and are produced sometimes singly, sometimes in clusters, with utmost freedom.

***PAUL'S SCARLET CLIMBER**—Vivid scarlet, shaded crimson; makes a brilliant display for a long period of time in the garden. A wonderful new climbing Rose. Received the gold medal and cup for the best new climber at the National Rose Society's exhibit.

***FLOWER OF FAIRFIELD**—Strong, powerful grower, young plants making a growth of 10 to 20 feet and blooming profusely the first year. Absolutely hardy everywhere. Magnificent foliage, does not mildew or turn white like the old variety sometimes does. Crimson flowers in massive clusters.

These are the Roses so necessary for the home, giving it, no matter how humble or pretentious, a touch of beauty not to be had by any other form of adornment. They also have a most useful side, in that they give most delightful and refreshing shade when used on the porch, veranda or pergola. They are used very extensively in covering unsightly spots in the grounds, for screening outbuildings, etc. The Wich-uraniana Roses are especially recommended for trailing down over embankments and for cemetery planting; not subject to insect attacks. All are hardy everywhere.

*Climbing American Beauty

The Latest, Greatest and Most Sensational New Arrival Among "The Roses of New Castle"

Perfect grower, wonderfully hardy and free blooming. Here we have the latest triumph in American Rose growing, the true Climbing American Beauty in all its promise and glory, the realized dream of every Rose grower. Just the same as American Beauty practically. Large flowers, each produced on separate stems, vivid rosy-crimson in color, with delicious fragrance. Borne in greatest profusion. Foliage tough and leathery, deep glossy green, sun and insect proof. The youngest plants attain a height of 10 to 15 feet in a single season. Hardy and as sturdy as an oak in all localities. For single specimens, trailing over verandas, for trellises, anywhere and everywhere, this Rose will give the greatest satisfaction.

Ours is the genuine stock. Absolutely true to name, on its own roots. Strong, one-year-old plants, 30c each, 4 for \$1.00; larger size, 40c each, postpaid. Strong, two-year-old plants, 85c each, by express.

*Philadelphia Crimson Rambler

This variety of Crimson Rambler has become one of the most popular on account of its improvement over the old form of the same variety. Its flowers are deeper in color, but brighter in effect, being a more vivid crimson. They are borne in magnificent clusters, and bloom earlier in the season. The foliage is handsome in shape and retains its bright, fresh color all season. The plant is absolutely hardy in all parts of the country and is wonderfully swift and thrifty in growth.

Price of all Roses on this page, strong, one-year-old pot-plants, 25c each, any 5 for \$1.00; larger size, 35c each, any 3 for \$1.00, postpaid; extra heavy, two-year-old plants, 75c each; still larger plants, marked * in Ironclad or Star size, \$1.25 each—limited quantity—by express. All on own roots.



Keystone

*Keystone

The First and
Only Hardy
Everyblooming
Yellow Climbing
Rose

A most magnificent hardy ever-blooming Yellow Rose, with flowers of great size and wondrous beauty, borne in magnificent clusters. It has been thoroughly tested and has proved to be absolutely the finest Rose of its kind ever offered. It grows more freely than any other Climbing Rose, is perfectly hardy everywhere, blooms in wonderful profusion, and is absolutely immune from insect attacks and has a vigor of constitution found only in the Hybrid Perpetuals.

*Lady Gay

Deep rich, rosy pink flowers. The plants are hardy and vigorous; foliage dark glossy green. It forms large loose trusses, containing from fifty to one hundred brilliant flowers and elegant buds. Hardy everywhere.

*Excelsa

A sensational new hardy climbing Rose, sometimes called "Red Dorothy Perkins." Best described as an improved Crimson Rambler with heavy glossy, varnished-like foliage, without any of the defects of the Crimson Rambler, which is very unsightly at times because of mildew on the foliage. This great new Rose is nearly evergreen and is absolutely hardy. The flowers are very double, produced in immense trusses of thirty to forty flowers to each truss. Color intense crimson—new and distinct. One of the great hardy Climbing Roses. Hardy as an oak. Lasts a lifetime. A gorgeous sight when in bloom.

***AMERICAN PILLAR**—A new climber which has sprung into great popularity. It is of extremely vigorous habit of growth, the bushes being clothed in lively green from earliest spring until late in the fall. It has a profusion of bright pink, semi-double flowers in clusters and are followed by large clusters of attractive red berries.

***CHRISTINE WRIGHT**—Large, thick, leathery foliage. Flowers 4 inches in diameter; color bright, clear pink, almost double; borne in large clusters.

Price of all Roses on this page, strong, one-year-old pot-plants, 25c each, 5 for \$1.00; larger size, 35c each, any 3 for \$1.00, postpaid; strong, two-year-old plants, 75c each; still larger plants, all varieties, in Star or Inoclad size, \$1.25, by express. All on own roots.

***DR. W. VAN FLEET**—A splendid hardy Rose, large flowers about 4 inches across, full and cup shaped; color flesh pink deepening to rosy flesh in center. Very fragrant, perfectly hardy and free from insects. A very fine new Rose.

BIRDIE BLYE—One of the freest blooming hardy Climbers that we know of today. Bushes here bloom five or six times each season. Perfectly hardy everywhere. Good strong grower. Foliage bright glossy green and free from insects or disease. Blooms full and double as per illustration, and over 3 inches in diameter. Color a bright carmine, changing to bright satiny rose. Very fragrant.

THE CHEROKEE ROSE—A strong, erect-growing sort, with glossy green leaves. The bushes bear large pure white Roses in great profusion. Moderately hardy. A thing of beauty.

FORTUNE'S DOUBLE YELLOW (M. H.)—Bronzed yellow or coppery and fawn color.

GARDENIA—Very fragrant; creamy yellow.

C. O. Weaver & Company,
East Liverpool,
Ohio.

Your Heller Roses last year had bloom on them till the frost killed them. Believe they would bloom all winter if covered up.

January 7, 1922.

*Tausendschon

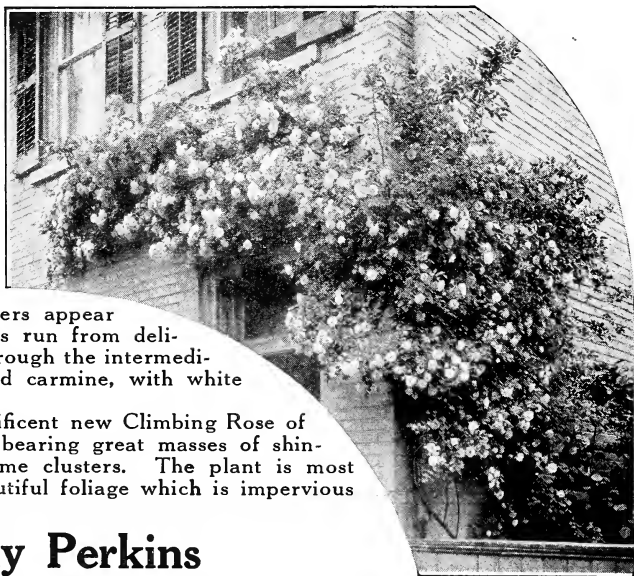
Thousand Beauties

A sensational new climbing Rose, producing on the same bush so many different colored flowers that it is impossible to describe the variations, hence the fitting name, "Thousand Beauties." Blooming profusely from the beginning of June until the last of July, the double flowers appear in large clusters. The colors run from delicate balsam or tender rose through the intermediate shades of bright rose and carmine, with white and yellow tints showing.

LADY GODIVA—A magnificent new Climbing Rose of the style of White Dorothy, bearing great masses of shining white flowers in handsome clusters. The plant is most vigorous in growth with beautiful foliage which is impervious to attacks of insects.

*Dorothy Perkins

Shell-pink; extremely hardy, vigorous and free blooming. Withstands the most severe winters. The shoots frequently grow ten to fifteen feet in one season. The flowers are borne in immense clusters of thirty or forty. They are perfectly double, and excellently adapted for cutting and decorating.



THOUSAND BEAUTIES

Rose, pink, carmine, white, yellow—almost every shade and tint—a magnificent rose.

*White Dorothy Climbing Rose Charming New

This is a white form of the beautiful Dorothy Perkins, by many considered the finest hardy climbing Rose grown. In all respects it is like its parent, save in its flowers, which are of a pure, glistening white. Like the pink Dorothy, the flowers are borne in great clusters. The plant is absolutely hardy under all conditions, and is a strong, rampant grower, covering a large porch or trellis in a remarkably short time.

YELLOW RAMBLER (Aglia)—Flowers deep yellow and very fragrant. Hardy everywhere.

WHITE RAMBLER (Thalia)—Flowers pure white, sometimes tinted with blush.

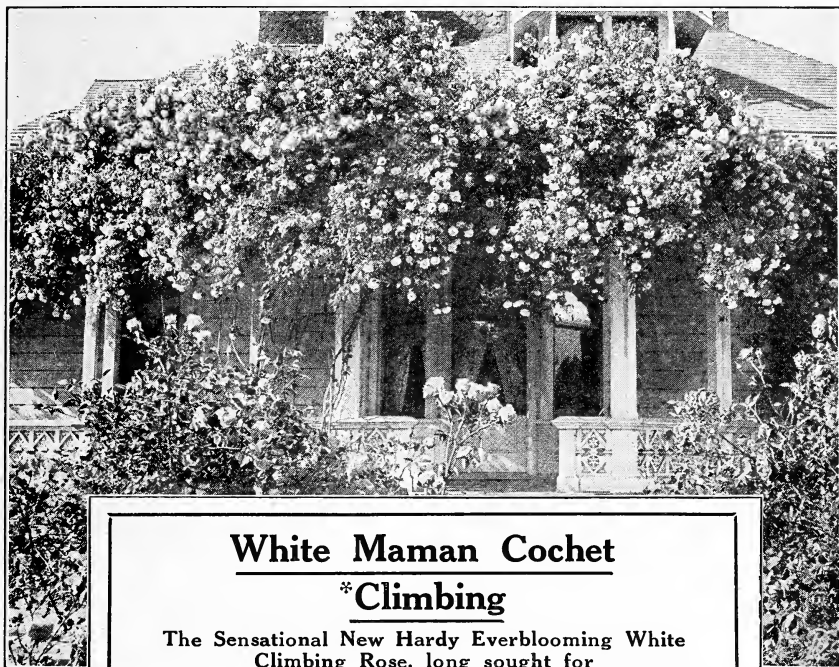
The Wonderful *Blue Rose Violet Blue

This is the famous "Blue Rose" which is a remarkable variety and endorsed by every leading Rose authority here and in Europe, but in our estimation, it has not come up to the recommendation of its introducers. We have seen it bearing flowers that were very blue and very beautiful, and we have seen it again in other soil bearing flowers which were more of a lavender than a blue, so we think it is largely a question of the soil it is grown in as to whether it develops the color claimed for it by its introducers—cornflower blue.

Price of Roses on this page, strong, one-year-old plants, 25c each, 5 for \$1.00; larger size, 35c each, postpaid; strong two-year-old plants, 75c each. Varieties marked * furnished in still larger plants, Star or Ironclad size, \$1.25 each, by express.



The Popular Dorothy Perkins



White Maman Cochet

***Climbing**

The Sensational New Hardy Everblooming White Climbing Rose, long sought for

Just as the old favorite White Cochet is one of the very best of all White Tea Roses, so we believe this new White Climbing Tea will jump into the widest popularity. From far-off New Zealand came the original stock, and it is yet very scarce in this country. It blooms continually all summer, bearing the greatest profusion of perfect White Cochet Roses, and the plant grows with wondrous strength and vigor. This is without doubt one of the finest white everblooming Climbing Roses ever introduced, and can be procured from very few concerns. Its scarcity makes it valuable, and it appeals strongly to those who like to have something different from their neighbors. Stock limited. Order early or you may not be able to procure it.

***Climbing Gruss an Teplitz**

A valuable addition to this class of Roses so rapidly coming into popularity on account of their blooming qualities. This is an exact counterpart of the bush Rose Gruss an Teplitz, but a vigorous climber, attaining a height of 10 to 15 feet in a single season. When it first blooms in the spring it is a dazzling sheet of velvety crimson. Each bloom is produced singly on long stems, the same as the bush variety so well known. It produces blooms throughout the growing season.

MRS. ROBERT PEARY—A strong and rapid grower, coming to perfection in the open ground. It is as hardy as any Hybrid Perpetual or Moss Rose and will withstand the most severe winters unprotected. Small plants of Mrs. Robert Peary will bloom continuously throughout the season, and the flowers are magnificent beyond description. The buds are long and pointed, finely modeled and gracefully finished.

***Climbing Pink Maman Cochet**

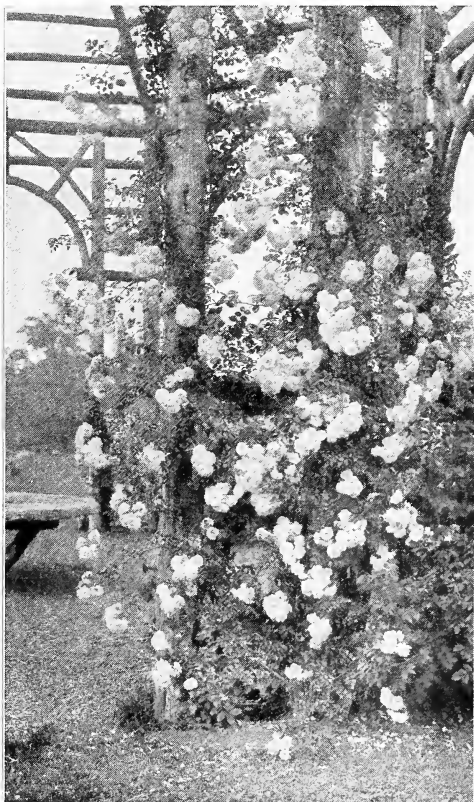
An exact counterpart of the bush variety. As free blooming as the Cochets, which will without doubt make it a very valuable addition to the climbing roses, sufficiently hardy to withstand the vigor of the northern winters with some protection, and blooming throughout the growing season. Dark, velvety, crimson. A glorious climbing Rose.

***REINE MARIE HENRIETTE**—Extra large flowers; glowing crimson.

***EMPRESS OF CHINA**—The Apple Blossom Rose. Soft dark red, changing to light pink like an apple blossom.

Price of all Roses on this page, strong, one-year-old plants, 25c each, 5 for \$1.00; larger size, 35c each, any 3 for \$1.00, postpaid; strong, two-year-old plants, 75c each. All on own roots. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express.

*Beautiful Climbing Clotilde Soupert



Climbing Clotilde Support

*Marechal Neil

This is the wonderful climbing Rose which grows so luxuriantly in the South. Buds and flowers superb; extra large, very double, and deliciously perfumed. Deep golden yellow. Blooms with greatest freedom. In the North it should have very careful protection in open ground during the winter. Splendid for pot culture.

*White Marechal Neil

As the old favorite Yellow Marechal Neil is the greatest of all climbing Roses in temperature climates, so is this offspring, which is identical with its parent, the best of all white climbing Roses.

Price of all Roses on this page, strong, one-year-old pot-plants, 25c each, any 5 for \$1.00; larger size, 35c each, any 3 for \$1.00, postpaid; extra heavy, two-year-old plants, 75c each. All on own roots. Varieties marked * can be furnished in star size or specimen plants at \$1.25 each, by express.

A Wonderful Hardy Climbing Rose in Constant Bloom

An offspring of that famous Rose, Clotilde Soupert, this beautiful, hardy, ever-blooming climber is excellent in every way. The smallest plants will attain a height of fifteen to twenty-five feet in a single season, branching extensively, and produce cluster after cluster of the most finely formed flowers throughout the entire growing season—large, round, perfectly double, with beautifully imbricated petals, the odor of which is delightful. In color they are ivory-white, shading in the center to silvery rose. There is no climbing Rose in our entire list that we can recommend more highly, and it will prove a revelation to those who desire a climber for purposes of shade and adornment. Perfectly hardy.

Climbing Papa Gontier

This new Climber has all the superior merits of its parent and bearing in the greatest profusion all summer the same handsome, deep crimson flowers. The bush is perfectly hardy and a remarkably rapid grower.

***JAMES SPRUNT**—A handsome climber, bearing great clusters of double, deep cherry-red Roses which are of delightful fragrance. Rapid in growth and hardy.

CLIMBING BRIDE—Identical with that great white bush Rose **The Bride**, except is of climbing habit. Magnificent white flowers, beautiful foliage; produces in abundance; especially fine in moderate climates.

*Climbing Marie Guillot

One of the grandest of all white ever-blooming climbing Roses, of which too much cannot be said, because of its splendid vigorous growth, magnificently formed white flowers, and the profusion of the bloom even on the youngest plants, the first year from early spring until frost.

LAMARQUE—In the South and in the warmer climates this Rose has no superior. The color is canary yellow, almost white; strong climbing habit of growth.

MADAME CAROLINE KUSTER—Splendid in moderate climates; strong climbing habit, producing beautiful orange-yellow flowers which are large and double in the greatest profusion and continuously.

CLIMBING DEVONIENSIS—Grand climbing Tea Rose, an offspring of the old favorite Devoniensis. Moderately hardy; flowers white, tinged with blush.

***GREVILLE, or SEVEN SISTERS**—Flowers in large clusters; varies from white to crimson.



"Favorite Collection" of 10 Hardy Free Blooming Climbing Roses \$1

Hardy Climbing Roses are so necessary to the beautifying of any home that it is almost impossible to make any place attractive without them. There is nothing that takes the place of them. No matter where you go the most attractive places are those where climbing Roses have been planted freely and they stand out so beautifully above others that we cannot help but notice them. Just imagine the side of your house, arbor, pergola, or veranda covered with all the colors of the rainbow, practically, as you can secure many colors and shades, in handsome blooms of Roses gracefully drooping from the strong stems, and surrounded with the bright green foliage. They also answer the purpose of a hedge if given support like a wire fence, or they can be planted the same as any other Rose, as specimen plants, if kept properly trimmed, they make a handsome bush.

Within the Reach of All

In order to make it possible for everyone to plant freely of these beautiful Roses we are making a Special Offer of them. These are strong, sturdy plants, first size, all grown on their own roots, each one labeled and sent postpaid. Once started they are practically permanent. Hardy everywhere.

10 for \$1

For \$1.00, we will send you ten of these Hardy Free Blooming Climbing Roses. Each one different. All leading kinds as well as some of the new ones. You will not be disappointed in them, take our word for it. Please order as the "Favorite Collection."

Just a little testimony to show my appreciation of the actual result of my trial order of last spring with which I wanted to make a fair comparison. After both a fall and spring planting of both trial and selected order from an eastern concern, which gave me very disappointed results—I found everyone of your Roses did well and most of them bloomed. Now I am sold to Heller Bros. Roses entirely.

A. S. BAKER,
Business Men's Gymnasium Club,
Dayton, Ohio.



Excelsa, a greatly improved Crimson Rambler

"Trial Collection"

Roses of New Castle
8 EXTRA-LARGE VIGOROUS PLANTS, HARDY
EVERBLOOMING VARIETIES \$1

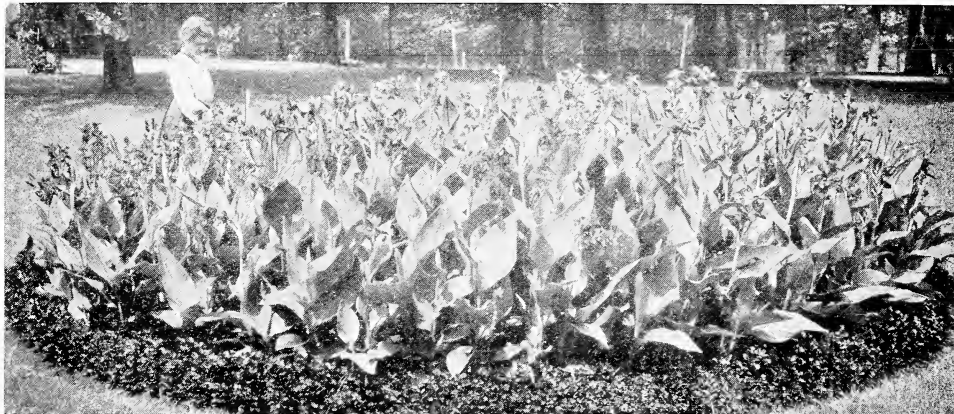
The now-famous American Beauty Rose came into prominence through a "Trial Collection" of Roses. George Bancroft, the historian, brought home with him from Europe a collection of Roses for trial in his Washington garden, and among them was the immortal American Beauty—the rose that is grown by the hundred thousands here, to a degree of perfection found no place else in the whole world. Many other famous roses have come into their own through these "Trial Collections." These collections are made up of the most beautiful Roses grown here in our big establishment, and include the finest, hardy, ever-blooming varieties among all classes, able for cut flowers.

ORDER THIS COLLECTION NOW

If you will order this Collection, we promise to make you a Rose enthusiast, and a friend for all time of the "Roses New Castle." White, pink, red, yellow, and all the intermediate tints and shades—beautiful climbing Roses—rare Roses of every kind are included—big, strong, lusty plants, each one a specimen, sure to grow and just as sure to bloom this and each succeeding year—8 of them, each one carefully labeled, our selection, sent postpaid to any address for \$1.

ALL FOR \$1

As a special inducement we will include in this famous trial collection a strong plant of "EXCELSA," an improved "Crimson Rambler," and pink "MAMAN COCHET," the queen of all pink garden Roses. Other varieties, our selection, but especially desirable—8 in all, sent postpaid anywhere in the United States for \$1.00. **SEND A DOLLAR BILL TODAY.** Please order as the Trial Collection.



A Bed of Heller's Large Flowering Canna Lilies

Heller's Wonderful Canna Lilies

We offer these popular flowering foliage plants in started pot-plants only, instead of leaflets, and frequently lifeless, dormant roots, such as are usually sold. Our collection is the best of all Cannas now in cultivation. No one need go outside of this list to procure the last word in Canna Lilies. Wherever a gorgeous effect is wanted there is nothing to equal the Cannas; with their magnificent banana-like foliage they impart a tropical aspect to the lawn or garden and there is no plant to compete with them wherever luxuriant, gorgeous effects are wanted. The foliage of itself is majestic, while the flowers come in immense heads and throughout the entire summer they are a blaze of glory.

Price on all Cannas, except where noted, strong, thrifty pot-plants, 25c each, 5 for \$1.00, \$2.50 per dozen, postpaid.

Best New Cannas

PRESIDENT—Considered by all to be the best red variety yet introduced. Produces immense heads of glowing crimson flowers, 7 inches across the open bloom, on strong, erect stalks well above the foliage; 4 feet in height.

PANAMA—The unusual color marking of this new Canna is its attractive feature. The orange-red petals are bordered with a broad edge of golden-yellow. Flowers large and overlapping. Free bloomer.

KING HUMBERT—A glorious Canna. The finest we have ever seen. Grows to a height of about 5 feet. Immense dark bronze foliage with great heads of orange-scarlet flowers, striped crimson.

WINTZER'S COLOSSAL—4 feet. The gorgeous, vivid scarlet blooms produced all summer long. Blooms retain their color during the hottest weather.

LAFAYETTE—3½ feet. Immense heads of intense scarlet blooms. One of the finest varieties.

YELLOW KING HUMBERT—4 feet. A sport from the bronze foliage variety of the same name, but with blooms of yellow dotted with red, and green foliage. So far has proved equally as good as King Humbert.

SNOW QUEEN—Height, 4 feet. Flower, 6 inches across, with rounded petals 2½ inches broad, of firm texture and having faint dots of flesh pink on the petals, but produces a snow white effect. Vigorous grower and free bloomer. Pot plants, 50c each, postpaid.

METEOR—A brilliant new crimson Canna of unusual merit. Green foliage, massive blooms.

MRS. ALFRED F. CONARD—4 feet. One of the latest introductions. Color a beautiful shade of salmon-pink. Flowers of immense size. Producing blooms so freely as to make a continuous show for several months.

Price of new Cannas, except where noted, in strong pot plants, 25c each; 5 for \$1.00; postpaid.

Choice Geraniums

ALPHONSE RICARD—Double, bright vermilion.
BEAUTE POITEVINE—Double; shrimp-pink, shading to white.

E. H. TREGO—Semi-double; dazzling scarlet, pleasing velvety finish on saffron ground.

COMTESSE DE HARCOURT—Double; pure white.

JEAN OBERLE—Semi-double, peach - pink, gradually shading to almost pure white at outer edge of petals.

JEAN VIAUD—Double bright, clear shade of mauve-rose, shading to a clear white throat.

LA FAVORITE—Double; pure white.

MADAME RECAMIER—Double; snow-white.

S. A. NUTT—Double; dark red.

THOMAS MEEHAN—Single; brilliant rose-pink.

MARG. DE CASTELLANE—Double, beautiful soft crimson varying to tomato red. Flowers large, perfect, produced profusely all summer.

EDMUND BLANC—Single. One of the handsomest and brilliant Geraniums of cerise color. Rich carmine shaded around a white eye.

GENERAL GRANT—Double. Bright orange-scarlet flowers, profusely produced during entire season.

ADMIRATION—Single. Robust; bright rose-shrimp pink flowers.

Price, strong, thrifty plants, ready for immediate effect, 20c each, 6 for \$1.00; \$2.00 per dozen, in one or assorted varieties, postpaid.

Special Offer One each of the entire list of 14 varieties named herewith, in stout, thrifty plants, each one labeled, \$2.25, postpaid.

Heller's Wonderful Chrysanthemums

Next to Roses, Chrysanthemums are one of our great specialties. Our large flowering varieties offered on this page have given us an international reputation, as this is one of the finest collections in America. No garden is complete without these easy-growing favorites. They make a magnificent show in the autumn, blooming September with early flowering varieties and continuing with late varieties until December; they produce their gorgeous flowers lavishly and will grow to perfection in ordinary soil with a fair amount of sunshine; and quickly make large, handsome bushes. If large specimen flowers are wanted, pinch off all buds, except the ones you want to develop, using good soil and give a fair amount of water, and use pots six to seven inches across. In cold climate the plants are not hardy in the winter; should be lifted and kept in cool dark place; in milder climates they are perfectly hardy.

New and Rare Varieties

Harvard—Magnificent deep crimson.
Wm. Turner—Almost inconceivable in size. Incurved. Pure white.
Chas. Rager—Large incurved. White.
Smith's Advance—Best and first in earliness, magnificent white.
Unaka—Grand incurved bloom, beautiful pink.
Golden Glow—Clear golden yellow, velvety finish, enormous flowers.
White Chieftain—Same as pink Chieftain, superb novelty, ideal form.
Early Frost—Grand white, perfect in form.
White Bonaffon—Pure white; beautiful ball-shaped flowers.
Yellow Bonaffon—Bright yellow. Standard of its color.
Timothy Eaton—Magnificent white. Very large.
Chieftain—An incurved rose pink on stiff stems and perfect foliage. Winner in many classes at fall show.

Price of all Chrysanthemums on this page, except where noted, strong plants, 20c each, any 3 for 50c; \$1.75 per dozen, postpaid.

Pompom Chrysanthemums

These are entirely hardy and produce hundreds of button-like, perfectly double flowers, making an excellent show. Last until late in the autumn. We offer the choicest varieties only. Price, strong plants, 20c each, any 3 for 50c; \$1.75 per dozen, postpaid.

Juliana—Golden yellow, large button type.
Helen Newberry—Pure white.
Fairy Queen—Rose-pink. Color exquisite.

GLORIOUS SET OF FOUR

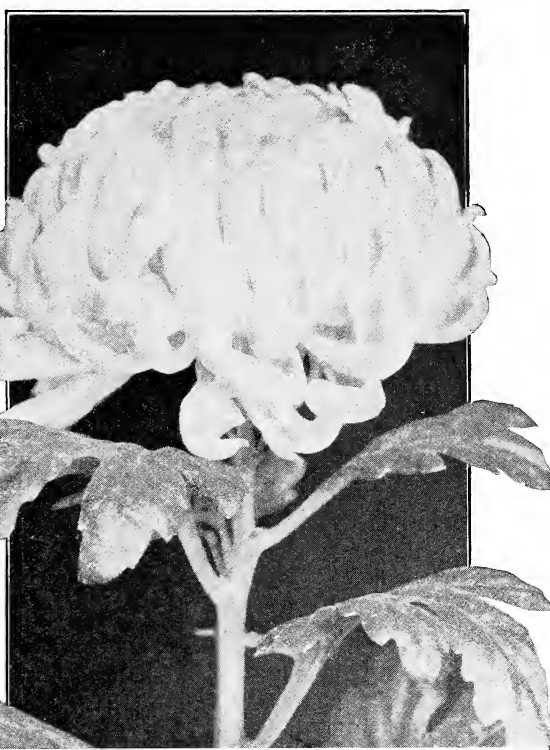
Superb Chrysanthemums

For 50 cents we will send postpaid the following Four Superb Chrysanthemums; Intensity, red; Gloria, pink; Yellow Bonaffon, yellow; White Eaton—four in all, for only

50c POST PAID

The Best in Dahlias

For late summer and autumn flowering, Dahlias are unsurpassed. The flowers resemble large Chrysanthemums in size and rival Peonies in brilliancy of color. Easily grown in any soil. Should be lifted in the fall and stored in a cool cellar or similar place. We offer strong dormant roots. We offer only the best varieties of each class.



Heller's Large Flowering "Mum"

Decorative Dahlias

Clifford W. Bruton—Canary-yellow. 25c each.
Souvenir De Gustave Doazon—It is the largest Dahlia in existence. Color pleasing shade orange-red. 35c each.
Wilhelm Miller—Very brilliant purple. 25c.
Jack Rose—Bright, shining crimson. 25c each.

Show Dahlias

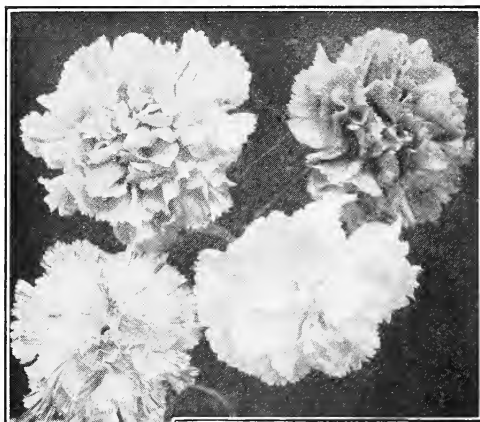
Golden Age—Sulphur-yellow. 35c each.
Maude Adams—Pure snowy white, overlaid, clear delicate pink. 50c each.
Robert Bloomfield—Pure white, tall grower. 25c each.
Stradella—Beautiful deep purple crimson. Stems long and wiry. 25c each.

Cactus Dahlias

Alight (Incurved)—Gigantic flowers of a beautiful orange-scarlet color. Petals very long and exceedingly narrow. 35c each.
Countess of Malmesburg (New)—Delicate peach-color pink, daintily blending to white at the center. 35c each.
Ella Kramer—Rose-pink with brighter center; fine form. 25c each.
Eureka—Color very deep purple. Petals are long, straight and tightly quilled. 25c each.
Miss Helen Hollis—A sensational wonder and undoubtedly the largest and best deep scarlet Show Dahlia in existence. Blossoms are on long, stiff stems, well above the foliage. 50c each.



Handsome Large Flowering Carnations



Heller's Carnations

There is no plant that grows in the garden that is more attractive or handsome than Carnations; our extra strong, stocky plants will bloom all summer and produce in wonderful abundance their large superb flowers which have exquisite clove fragrance. Bring indoors in early fall. Grown in pots the plants will bloom continuously during the winter.

New Varieties

Price, 20c each, 3 for 50c; \$1.75 per doz., postpaid.

Alma Ward—New white variegated pink.

Aviator—The best standard crimson.

Mrs. C. W. Ward—Deep pink.

Rose-Pink Enchantress—Deep pink.

Matchless—Clear brilliant white; fine form and very large. Highly scented. Delightful.

White Wonder—A truly wonderful white flower of immense size.

Winsor—Charming shade of pink; extra large.

New Hardy Everblooming Hydrangea

ARBORESCENS STERILIS

The New Everblooming Hydrangea is constantly in bloom from early in June until frost, and is one of the most important additions in the way of hardy shrubs ever introduced. Bears great clusters of white flowers. It will grow to perfection in partial shade, making it most valuable for massing under trees or growing on north side of house.

Price, strong, vigorous plants, well rooted, 35c each, postpaid; larger, field-grown plants, with several branches, fine roots, \$1.00 each, by express.

Hardy Perennial Phlox

Once planted Hardy Phlox are permanent and require no protection, no petting, no coaxing, are hardy everywhere in the severest winters and increase in size and beauty from year to year. They are the glory of the summer garden.

R. P. STRUTHERS—Bright rosy-carmine, with claret-red eye.

BRIDESMAID—Pure white, with large crimson-carmine eye.

CHAMPS ELYSEE—A bright rosy magenta; very effective.

FERNAND CORTEZ—Tall; deep crimson.

IRIS—Tall; bluish-violet.

EMILE LITRE—Pure bright pink.

INDEPENDENCE—Dwarf, pure white.

MRS. CHARLES DOOR—Beautiful shade of lavender.

LUMINEAUX—Pink, darker eye.

FANTOME—Dwarf, deep lavender edged and shaded with white.

Price of Hardy Perennial Phlox, now in pots, in strong, vigorous, field-grown plants, 25c each, 5 for \$1.00; \$2.25 per dozen; one each of the 10 varieties, \$1.75, postpaid.

Magnificent Peonies

Of all the flowers in the hardy garden, the Peony is easily recognized as the Queen—in fact, it vies with the Rose for that title

in many ways, for while in bloom it is without question the most glorious object in the garden. Once Peonies are planted they last for a lifetime. They stand the severest winters without the slightest protection. After blooming, their charm lies in the beauty of their foliage, for even when not in bloom the Peony plant is decorative in the extreme and well worthy of a prominent place in the garden.

Select List of Peonies

Edulis Superba—Red.

Faust—Delicate light pink.

Felix Crousse—Brilliant red. Extra fine.

Humei Carnea—Light rose, passing white.

Insignis—Beautiful violet pink.

Jeanne D'Arc—Pure white.

Nobilissima—Dark violet red.

Festiva Maxima—White center, flaked red.

Duchesse de Nemours—Sulphur-white, changing to pure white. Double. Early.

Candidissima—Creamy white, with sulphur-yellow center.

Rosea Elegans—Soft rose-pink.

Price of all Peonies in the above list, in strong, two and three-eyed roots, 75c each; \$8.00 per dozen, assorted as desired, postpaid.



Whitmanii Fern

Charming Gladioli

The Gladiolus is growing more popular each year, both blooming in the garden and for use as a cut flower. Our list is not large, but comprises the very best varieties, all guaranteed to bloom this year. Our bulbs are not the usual one-year size too often sent out at low prices, but large, healthy, sure-to-bloom, two- and three-year-old bulbs, full of life and vitality and ready to start growing as soon as planted. All Gladioli are sent by mail, postpaid, at the prices mentioned. Selected from hundreds of the best varieties. In size of flowers, blooming quality and diversity of color, none will compare with these.

Price of named varieties, 15c each; \$1.50 per doz., postpaid.

America—The most beautiful variety in cultivation. Soft flesh-pink, slightly tinged with lavender.

Augusta—Pure white; blue anthers.

Baron Hulot—Rich, royal violet-blue. This, when cut in combination with one of the yellow varieties, is truly exquisite.

Attraction—Deep, dark crimson-pink, with large pure white center free from mottling.

Brenchleyensis—Bright scarlet-vermilion.

Halley—Salmon-pink, immense size, early.

Independence—Color varies from deep rose pink to orange-scarlet.

Crackerjack—Rich, velvety red.

Klondyke—A clear yellow, with a vivid crimson-maroon blotch in throat; splendid grower.

Victory—Clear sulphur-yellow, the ends of the petals slightly suffused pink.

Mrs. Frances King—A striking shade of light scarlet or flame color; one of the most effective.

Princes—Brilliant scarlet-crimson, with three broad white blotches on lower petals.

Superfine Mixture All colors Gladioli, large bulbs, sure to bloom, 50c doz., \$3.50 per 100, postpaid.

Fragment Tuberoses

Dwarf Excelsior Pearl—Flowers pure white, very double, of immense size and sweetly scented. 6c each, 60c per dozen, postpaid.

Orange-Flowered—Bears snow-white flowers. 6c each, 60c per dozen, postpaid.

New Variegated-leaved—The leaves are bordered with white; large, white flowers. 6c each, 60c per dozen.

Special Offer We send, postpaid, six Excelsior Pearl Tuberoses, three Orange-flower and three New Variegated-leaved—twelve in all—for 60 cents.

Decorative Ferns

There is a charm about the Fern for home adornment hard to equal with any other plant, with its long sprays of fresh, lively, green, handsome foliage. Even the smallest plants will in a short time grow into magnificent specimens. They are of the easiest culture, requiring little or no care, and will last indefinitely.

Boston Fern—Long, broad fronds, drooping gracefully and forming a plant of immense size.

Whitmanii—This is a condensed form of the "Ostrich Plume Fern," with valuable characteristics added which are not evident in the parent. Graceful beyond description.

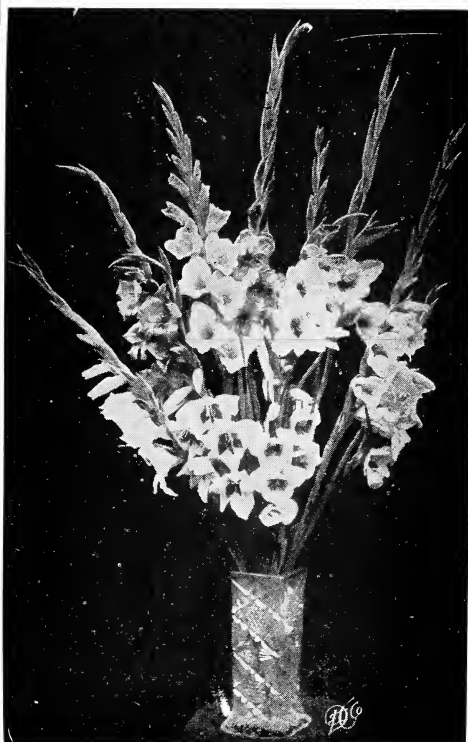
Teddy, Jr.—New dwarf Fern. Fronds are broad and beautifully tapered from the base to the tip, drooping just enough to make a graceful plant.

Roosevelt—New and the grandest of all, with fronds beautifully frilled and waved.

Asparagus Plumosus—Foliage surpasses a Maidenhair Fern; in grace and finish resembles the finest lace.

Price of all Ferns, strong, shapely plants, 25c each, any 5 for \$1.00; larger size, 4 and 5 in. pot plant, 75c each, postpaid.

Special Offer One each of the entire set of the 12 splendid Gladioli, in strong, sure-to-bloom bulbs, \$1.50, postpaid; single varieties, 15c each, \$1.50 per dozen, postpaid.



Heller's Superb Gladioli

Superb Hardy Cochet Roses

Note Illustration on Outside Cover Page

The Cochet Roses are the greatest of all hardy, ever-blooming Roses. No matter where you live, they are hardy, thriving vigorously and blooming with the utmost lavishness all summer through and making strong, sturdy bushes which last for years. The flowers are superb. The Cochet Roses, because of their wonderful merit, are a specialty with us. Easily the greatest of all garden Roses and the best sellers.

*Yellow Maman Cochet

In shape, size and substance this is a typical Cochet Rose except that it is of a deep, silvery yellow. It has long been considered one of the very finest yellow Roses.

*Pink Maman Cochet

Called by some the Queen of all Pink Garden Roses, as it is one of the handsomest in our whole list. Its large, full and firm buds show wonderful depth and richness of color as they open into very large, perfectly double flowers of splendid substance. A clear, rich pink, changing to silvery rose.

*Crimson Maman Cochet

(Etoile de France)

This is without doubt one of the sweetest and best hardy Hybrid Tea Roses of its class and color. The plant grows to a strong, sturdy bush, and bears immense quantities of handsomely

formed, deep, velvety crimson Roses of exquisite fragrance.

*White Maman Cochet

In shape and size like its parent, the Pink Cochet, but of a snowy white, occasionally tinged with a pale blush. One of the finest white Roses for open-ground culture.

*Red Maman Cochet

A great red Rose, and produces magnificent flowers in wonderful profusion on long strong stems. Flowers are very full and of splendid substance; in color a warm crimson.

First size, magnificent one-year-old plants, of any of the Cochet Roses, 25c each, any 5 for \$1.00; larger size, 35c each; any 3 for \$1.00, postpaid; extra-heavy, two-year-old plants, 75c each, by express. Varieties marked * can be furnished in Star or Specimen plants at \$1.25 each, by express.

Special Offer

One each of this famous Cochet Rose Set, one-year-old plants, \$1.00; larger size, 5 in all, \$1.50, postpaid; large two-year-old plants, \$3.50 by express.

Complete Index of Roses Offered

Abbreviations Used: Tea, Everblooming Teas; H. T., Hybrid Teas; B. C., Bourbon, Bengal and China; H. P., Hardy Hybrid Perpetuals; C. T., Climbing Teas; C. N., Climbing Noisette; H. C., Hardy Climbing; M., Moss; T. P., Tea Polyantha; P., Polyantha, or Fairy; Rug., Rugosa; W., Wichuraiana, or Memorial; Rug., Hybrid Rugosa; C. H. T., Climbing Hybrid Teas; N., Noisette.

Varieties	Class	Pg	Varieties	Class	Pg	Varieties	Class	Pg
Alberic Barbier.....	H.C.	24	Gen. de Tartas.....	Tea	19	Mrs. B. R. Cant.....	Tea	20
Alex. Hill Grey.....	Tea	35	Gen. Jacqueminot.....	H.P.	23	Mrs. Chas. Bell.....	H.T.	9
Alfred Colomb.....	H.P.	23	Gen. MacArthur.....	H.T.	13	Mrs. Chas. Russell.....	H.T.	16
American Beauty.....	H.P.	17	Geo. Elger.....	H.P.	21	Mrs. E. T. Stotesbury.....	H.T.	9
American Pillar.....	H.C.	25	Gloire Lyonnaise.....	H.P.	23	Mrs. Geo. Sawyer.....	H.T.	14
Anna Muller.....	P.	21	Green Rose.....	B.C.	22	Mrs. H. D. M. Barton.....	H.T.	9
Antonie Rivoire.....	H.T.	11	Grevilla.....	H.C.	28	Mrs. Henry Winnett.....	H.T.	8
Baby Doll.....	P.	21	Grus an Teplitz.....	H.T.	14	Mrs. John Lang.....	H.P.	23
Beau Carmine.....	Tea	19	Helena Cambier.....	H.T.	12	Mrs. Robert Peary.....	H.C.	27
Beauty of Stapleford.....	H.T.	12	Helen Gould.....	H.T.	12	My Maryland.....	H.T.	15
Bessie Brown.....	H.T.	14	Henri Martin.....	M.	22	National Emblem.....	H.T.	15
Birdie Bly.....	H.C.	25	Hermosa.....	B.C.	22	New Century.....	Rug.	23
Blue Rose.....	H.C.	26	Hoosier Beauty.....	H.T.	8	Ophelia.....	H.T.	10
Blumenschildt.....	Tea	19	Isabella Sprunt.....	Tea	20	Papa Gontier.....	Tea	19
Bon. Silene.....	Tea	19	Ivory.....	Tea	15	Papa Neyron.....	H.P.	23
Bridesmaid.....	Tea	19	James Sprunt.....	H.C.	28	Paul's Scarlet Climber.....	H.C.	24
Burbank.....	Tea	19	Jeannette Heller.....	Tea	3	Perle des Jardins.....	Tea	18
Capt. Hayward.....	H.P.	23	Jonk. J. L. Mock.....	H.T.	11	Perle D'Or.....	P.	21
Catherine Zeimet.....	P.	21	Kaiserin Aug. Victoria.....	H.T.	35	Perle Von Godesburg.....	H.T.	15
Champion World.....	B.C.	22	Keystone.....	H.C.	25	Phila. Crimson Rambler.....	H.C.	24
Cherokee.....	H.C.	25	Killarney Brilliant.....	H.T.	15	Pink Killarney.....	H.T.	13
Chrissie MacKellar.....	H.T.	14	Killarney Pink.....	H.T.	13	Pink Souper.....	P.	22
Ch. American Beauty.....	H.C.	24	Lady Gay.....	H.C.	25	Premier.....	H.T.	8
Christine Wright.....	H.C.	25	Lady Godiva.....	H.C.	26	Prince C. de Rohan.....	H.P.	23
Climb. Bride.....	C.T.	28	Lady Hillingdon.....	Tea	20	Prince E. C. d'Arenberg.....	H.T.	9
Climb. Clotilde Souper.....	C.T.	28	Lady Plymouth.....	H.T.	10	Queen Scarlet.....	B.C.	22
Climb. Devonensis.....	C.T.	28	La France.....	H.T.	16	Radiance.....	H.T.	12
Ch. Gruss an Teplitz.....	C.H.T.	28	Lamarque.....	H.C.	28	Red Cochet.....	H.T.	35
Climb. Marie Guillot.....	Tea	23	Louis Philippe.....	B.C.	22	Red Letter Day.....	H.T.	14
Climb. Papa Contier.....	C.T.	28	Mad. Abel Chatenay.....	H.T.	16	Red Radiance.....	H.T.	14
Climb. Pink Cochet.....	C.T.	27	Mad. C. Kuster.....	C.T.	28	Rhea Reid.....	H.T.	16
Climb. White Cochet.....	C.T.	27	Mad. Collette Martinet.....	H.T.	8	Richmond.....	H.T.	11
Clotilde Souper.....	P.	22	Mad. Eugene Marlitt.....	B.C.	22	R. M. Henriette.....	H.C.	27
Columbia.....	H.T.	10	Mad. Francisca Kruger.....	Tea	17	Safrano.....	Tea	19
C. F. Meyer.....	Rug.	23	Mad. Hoste.....	Tea	19	Sir Thomas Lipton.....	Rug.	23
Coquette de Lyon.....	Tea	20	Mad. Jules Grolez.....	H.T.	14	Souv. de P. Notting.....	Tea	20
Crimson Baby Rambler.....	P.	21	Mad. Masson.....	H.P.	23	Souv. D. Pres. Carnot.....	H.T.	15
Crimson Cochet.....	H.T.	34	Mad. Paul Euler.....	H.T.	14	Sunburst.....	H.T.	12
Crimson Queen.....	H.T.	11	Mad. Schwallier.....	H.T.	16	Tausendschon.....	H.C.	26
Dorothy Perkins.....	H.C.	26	Magna Charta.....	H.P.	23	The Bride.....	Tea	19
Dr. Van Fleet.....	H.C.	23	Maman Cochet.....	Tea	35	Ulrich Brunner.....	H.P.	23
Duchess de Brabant.....	Tea	18	Marchal Neil.....	C.T.	28	Vick's Caprice.....	H.P.	23
Elizabeth Rowe.....	M.	22	Marie Guillot.....	Tea	20	Wellesley.....	H.T.	12
Empress of China.....	H.C.	27	Marie Lambert.....	Tea	17	White American Beauty.....	H.P.	17
Etoile de France.....	H.T.	34	Marie Pavie.....	P.	21	White Dorothy.....	H.C.	26
Etoile de Lyon.....	Tea	18	Marie Van Houtte.....	Tea	19	White Killarney.....	H.T.	13
Eugene Furst.....	H.P.	23	Marshall P. Wilder.....	H.P.	23	White La France.....	H.T.	16
Excelsa.....	H.C.	25	Meteor.....	H.T.	13	White Maman Cochet.....	Tea	35
Florence H. Veitch.....	H.T.	15	Mignon.....	P.	21	White Marechal Neil.....	C.T.	28
Flower of Fairfield.....	H.C.	24	Milady.....	H.T.	12	White Rambler.....	H.C.	26
Fortune's Dbl. Yellow.....	H.C.	25	Miss Cynthia Forde.....	H.T.	14	Wm. H. Taft.....	H.T.	15
Francis Scott Key.....	H.T.	9	Mlle. Cecil Berthod.....	Tea	20	Wm. R. Smith.....	Tea	20
Frank W. Dunlop.....	H.T.	9	Mlle. Cecil Brunner.....	P.	21	Yellow Killarney.....	H.T.	13
Frau Karl Druschki.....	H.P.	17	Mme. J. Gillemont.....	H.T.	13	Yellow Rambler.....	H.C.	26
F. R. Patzer.....	H.T.	15	Mrs. Aaron Ward.....	H.T.	12	Yellow Maman Cochet.....	H.T.	35
Gardenia.....	H.C.	25	Mrs. A. Byass.....	Tea	19			
Gen. Arnold Jansen.....	H.T.	14	Mrs. A. R. Waddell.....	H.T.	12			



***Alexander Hill Gray**

A Grand Yellow Rose for Outdoor Culture

After a thorough trial both indoors under glass and in the open ground, we are pleased to offer this lovely yellow Rose to our customers as one of the very best of its class and color. The color, which is a deep lemon-yellow, deepening as the flower expands, does not fade in the open ground, as is usual with such. Buds and blooms of perfect formation and of great substance, and produced in the greatest abundance throughout the entire season. Strong grower and hardy everywhere. This Rose was awarded Gold Medal by the National Rose Society.

Price of Roses on this page, 35c each, for strong first size, 3 for \$1.00. Special size, 45c each, 3 for \$1.25; two-year-old plants, 90c each; \$9.00 per doz., by express. Specimen plants from 6 to 7-inch pots, \$1.25 each by express.

***Columbia (Pink)**

Has become the foremost rose of America. It belongs to the Hybrid Tea class. The color is a lovely shade of deep glowing pink, becoming deeper as it opens. The flowers are beautiful beyond description. A strong, sturdy grower thriving everywhere; nearly thornless; produces its magnificent flowers in greatest abundance.

***Kaiserin Augusta Victoria (White)**

This marvelous Rose has had many rivals for the place it still retains in the greatest White, Hardy, Hybrid Tea in existence. Strong, sturdy grower; flowering with the utmost freedom. It holds first place as the most popular of all white Roses for general planting. From early spring until late fall its glorious full-double flowers in all their perfection are produced continuously on long, stiff, erect stems; color delicate creamy white, with a delicious magnolia-like fragrance, exquisite buds, absolutely hardy.

The
Superb, Hardy, Everblooming

COCHET ROSES

Red
Maman Cochet
(Gould)

Yellow
Maman Cochet

Crimson
Maman Cochet
(Etoile de France)

Pink
Maman Cochet

Heller Bros Company
New Castle,
Indiana